

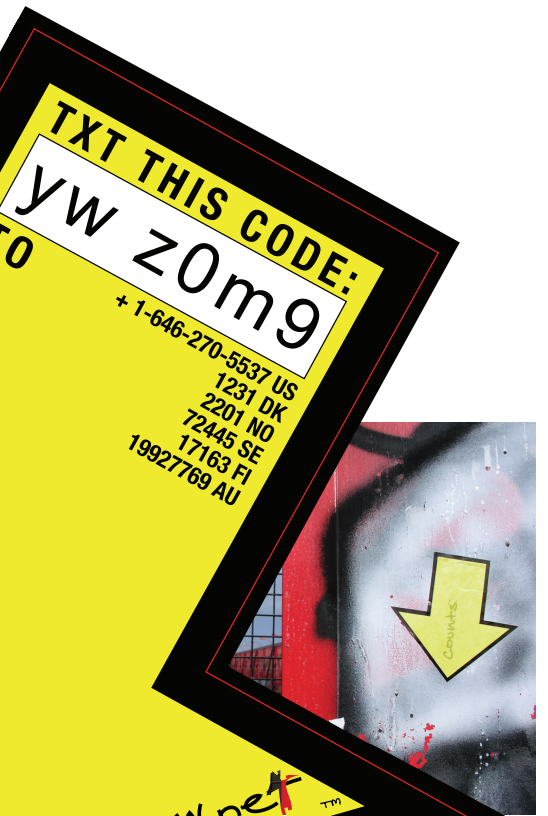
MAAP-Making: Yellow Arrow



code: yw t2p01
placed by: sirHC
txt: In a room hot enough to bake bread he
thought out loud, "My dad came here
every Thursday. It was like his bar."
location: 268 East 10th Street, New York



code: yw jaf5
placed by: newurban
txt: Caught somewhere between Cambridge and
Boston, I wonder, which way do I want to go?
We are coming at it from a different angle.
location: Longfellow Bridge, Boston

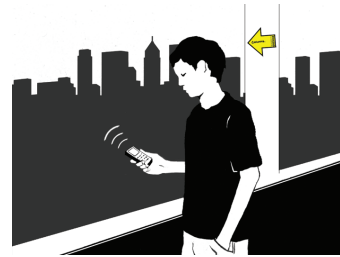


code: yw p5t15
placed by: jshapes
txt: Pluto. Longtime witness to the evolution of
Oranienstrasse. The aged eyes tell the story
of punk revolution to creative playground.
location: Oranienstrasse 187, Berlin





Locate your target.

Place your coded yellow arrow.
Don't forget to ask for permission!Text your arrow's story to the local Yellow
Arrow number (or go to yellowarrow.net).

You've left your mark.



Find a yellow arrow.

Send a text with the arrow's code and
receive the message left by the person
who placed the arrow.Respond with your comments or post
them on the web. The arrow's owner will
receive your message.The dialogue of each arrow is posted in
the online gallery, where Yellow Arrow
users can also post photos and maps.

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[My Arrows](#)
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Map Satellite Hybrid

Google

Terms of Use

Miami Vital Statistics

129 ARROWS ARCHIVED
25 ACTIVE PARTICIPANTS
11 ACTIVE PROJECTS

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yw r6qu

Placed by **basel04**
Projects: **Art Basel**

Right there in that pool, Rem Koolhaas was wearing a bathing suit.

1775 Collins Avenue Miami Beach FL US

yw a9021

Placed by **Gians**
TXT Hits: **2**
Projects: **Map Out 2006**

miami south beach by 2006 another big hotel will rise up here. just what miami south beach needs...or not! why not a park here or a new and cheap hostel? fuck

Espanola Way @ Miami South Beach FL US

yw a9021

Placed by **jshapes**
TXT Hits: **3**
Projects: **Art Basel**

i love this town. Thank you miami for such a warm welcome.

Venetian Causeway Miami FL US

The Yellow Arrow project is an experiment in psychogeography. Defined by its creators as a "Massively Authored Artistic Publication" (M.A.A.P.), Yellow Arrow is based on the notion that the perceived world consists of subjective personal landmarks. The project constructs a web and cell phone interface for sharing these landmarks, ranging from the seemingly insignificant—a wall, a traffic light, a shadow—to the universally known. Introduced at the Glowlab psy. geo.Conflux in 2004, an annual festival for contemporary psychogeography in New York City, the project rapidly became a global phenomenon. The result is an unprecedented interactive guidebook to the world from thousands of individual perspectives, comprised of photos, commentaries, and responses, and connected to the real world by means of a recognizable, replicable physical artifact—the yellow arrow. —ELIZABETH STOEL