

CITIES OF AMBITION

BY CHARLES LANDRY

- A clear overview of the success factors in city-making
- 29 full-colour photographs and 20 boxed examples of city highlights

Cities of Ambition is the sixth short publication encapsulating crucial issues shaping cities today. It asks why some cities make more of their assets and resources and do better than expected. It explores the landscape of ambitious cities across Europe and assesses their special qualities looking at the pioneers and path breakers and how they overcame obstacles and realized their aims. It asks why cities like Barcelona, Malmo and Copenhagen or Eindhoven, Torino, Manchester are so admired as well as smaller places like Freiburg, Nantes or Umea. Ambition is an energy that can jump start change processes as key people think **'it is not OK to only be OK'**.

The central messages are: "be yourself and be courageous"; "identify and orchestrate your unique resources"; "be willing to look at things afresh"; "be open to ideas"; "acquire and value the new skills fit for the times, such as the connector or orchestrator"; "connect across the world and become globally fluent"; "develop a leadership grouping"; and "do not think you can do it on your own - collaborate and partner with others".

Charles Landry works with cities around the world to make the most of their potential. Widely acclaimed as a speaker, author and innovator Charles facilitates complex urban change projects. He advises cities as a 'critical friend' working closely with decision makers and local leaders helping to find apt and original solutions to seemingly intractable dilemmas, such as marrying innovation and tradition, balancing wealth creation and social cohesiveness, or local distinctiveness and a global orientation.

An international authority on using imagination in creating self-sustaining urban change Charles has worked and given talks in over 60 countries and helped shift how we assess and harness possibilities in reinventing our cities.

For further information: www.charleslandry.com

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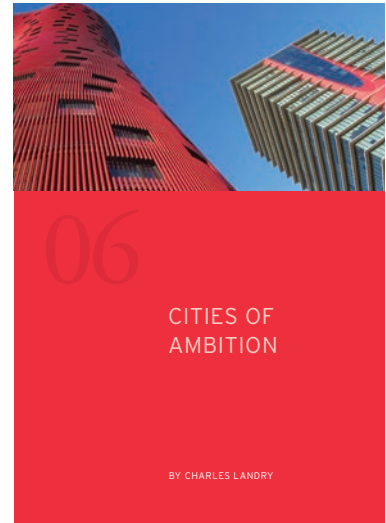
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TABLE OF CONTENTS

The landscape of ambitious cities

Ambition & success
Pioneers & pathbreakers
A collective endeavor

The archetype

An ideal ambitious city
The City 1.0 2.0 3.0

The bigger picture view

History, place and culture
The vortex effect
The metropolis: A perspective
A shifting canvas
A pocket sized metropolis

New times & new perspectives

Elastic planning
Obstacles & dilemmas
City & state
Skills imbalance
The connector
Aligning time frames

The qualities of ambition

Character & essence

References

Acknowledgements

City highlights

The repertoire
The most admired cities
<http://urbact.eu/>
Diving into the digital
Recovering embedded capabilities
Invention in your DNA
Punching below your weight
Creating centrality
Company cities to start-up cities
Small & ambitious

Co-creation & everyday
creativity
Spaces into places
Patience & ambitions
A different bureaucracy
Beguiling the government
A game changer
A creative ecology
Awards & competitions
Restaurant Day & tactical
urbanism

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