

## **The Creative City: A toolkit for Urban Innovators**

The Creative City is now a classic and has been republished many times. It is an ambitious book and a clarion call for imaginative action in running urban life. It seeks to inspire people to think, plan and act imaginatively in the city and to get an ideas factory going that turns urban innovations into reality. Its aim is to make readers feel: 'I can do that too' and to spread confidence that creative and innovative solutions to urban problems are feasible however bad they may seem at first sight.

A central message is that cities are changing dramatically in ways that amount to a paradigm shift. If we keep trying to solve urban problems with the old intellectual apparatus and mindset we will come up against the same obstacles.

In spite of the urban crisis the Creative City is positive about cities, because they offer so much scope for communication, new ideas and wealth creation. Taking an eagle eye view of cities around the world it is astonishing how many ordinary people show leadership qualities to make the extra-ordinary happen when given the chance.

Voted 12<sup>th</sup> best book on cities ever written, see  
<http://www.planetizen.com/node/66462>

***'The Creative City will be one of the key urban texts of the next decade.***

***It is a truly millennial book.'*** - Sir Peter Hall, Bartlett Professor of  
Planning, University College, London.

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