



## Making Massive Small Change

Ideas, Tools, Tactics: Building the Urban Society We Want

Kelvin Campbell

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Full-color photographs, illustrations, and charts throughout

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**Rediscover how active citizens, civic leaders, and urban professionals can work together to build more successful spaces and better urban societies.**

In an increasingly complex and changing world where global problems are felt locally, the systems we use to plan, design, and build our urban neighborhoods are failing. For three generations, governments the world over have tried to order and control the evolution of cities through rigid, top-down action. Yet, master plans lie unfulfilled, housing is in crisis, the environment is under threat, and the urban poor have become poorer. Now, more than ever, there is a need for greater focus on the role of the community in shaping their own built environment.

Drawing on notable urban theorists and systems thinking, Smart Urbanism—the basis of a new book by Kelvin Campbell, *Making Massive Small Change*, his master plan for urban design of the future—advances a radical evolution in the planning, design and delivery of complex cities, a strategy that harnesses the collective power of many small and diverse ideas and actions to make a big difference on how our cities are built and run.

*Making Massive Small Change*, the first truly comprehensive sourcebook to come out of Smart Urbanism, showcases cities as they really are—deeply complex, adaptive systems—and offers an alternative to our current highly mechanistic model of urban development. With roots in the work of urban theorists such as Jane Jacobs, Christopher Alexander, and E. F. Schumacher, Campbell's book integrates this with Complexity Theory and a scientific understanding of sustainability and resilience. It describes and illustrates the ideas and tools being used to help engaged citizens, civic leaders, and urban professionals to work together to build viable urban society, and shows how effective change can be implemented now.

Keys to transforming our cities and communities include:

- Address the human side of change
- Change begins at the top, but real change occurs at the bottom
- Create ownership, not just buy-in, through collaborative leadership and inclusivity
- Look at the whole physical and cultural landscape, not just the parts

Highly illustrated with stunning graphics and photographs of cityscapes and urban life, *Making Massive Small Change* is an essential toolkit for the 21<sup>st</sup> century, providing new strategies, tools and tactics for modern urban planning and development.



**Kelvin Campbell** is an award-winning urbanist and Director of the Massive Small Collective, an organization dedicated to integrating social innovation with sustainable urban design. A recipient of the Urban Design Group's "Lifetime Achievement Award," he is the author of *The Radical Incrementalist*, and the new book, *Making Massive Small Change: Building the Urban Society We Want* (Chelsea Green). He lives in England. Find out more at [www.smarturbanism.org.uk](http://www.smarturbanism.org.uk) and [www.massivesmall.com](http://www.massivesmall.com).