

The New Age of Great Cities



City


(sīt'ē) *n.pl.* **cit·ies**

A centre of population, commerce, and culture; a town of significant size and importance.

Great

(greɪt) adj. adv

1. notably large in size
2. remarkable in magnitude, degree, or effectiveness
3. Eminent, excellent, superior in character or quality

An aerial photograph of a city skyline, likely London, featuring a mix of modern skyscrapers and older buildings. The sky is overcast with grey clouds. In the foreground, a large, classical-style building with a portico is visible. The text 'Why do Cities Exist' is overlaid on a dark rectangular area in the lower-left quadrant.

Why do Cities Exist



What Makes a
Great City



First Example



Distinguishing Good From Great



People



Place Brand



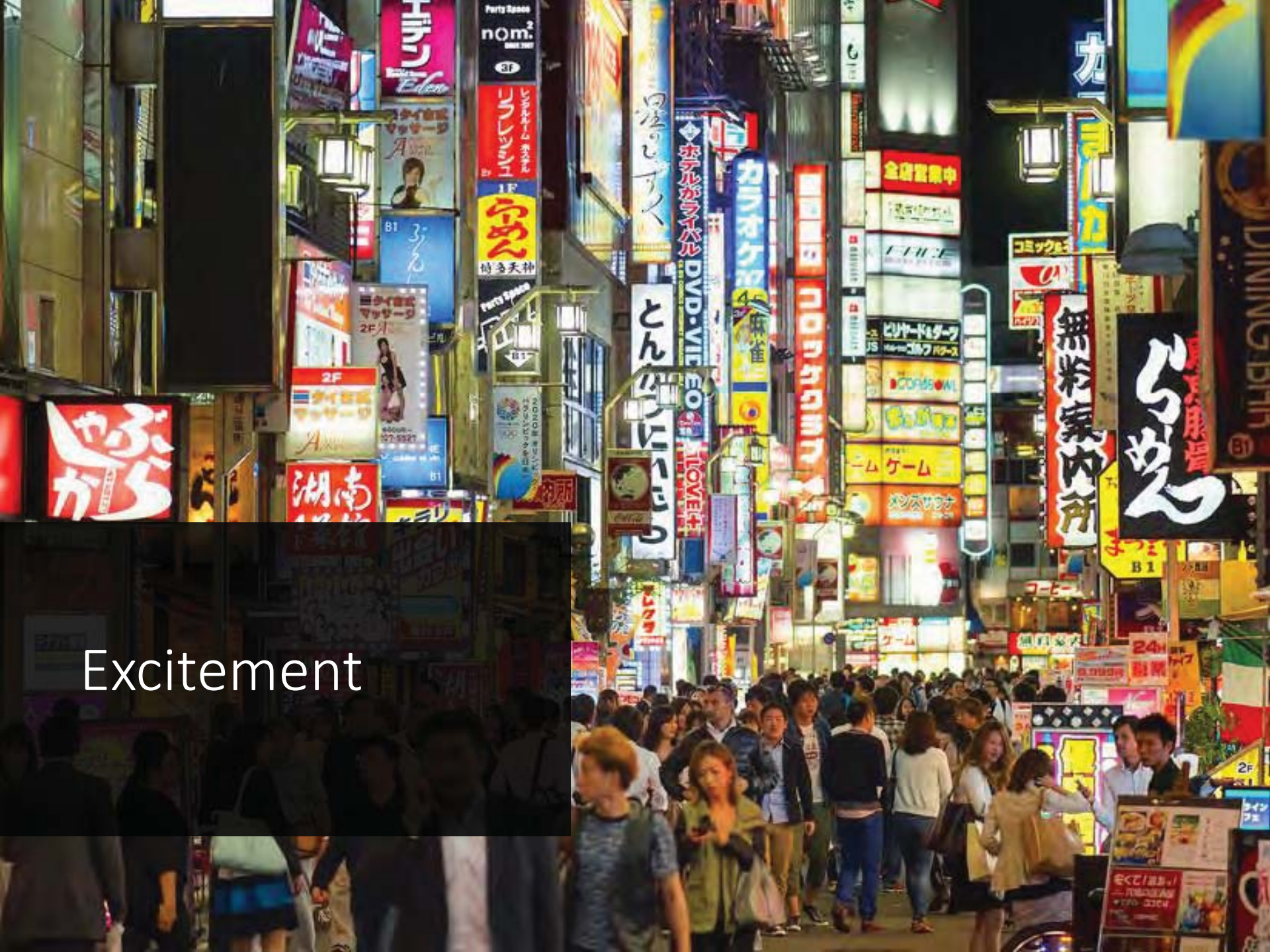
Public Realm

Depth of Opportunity



Key Characteristics





Excitement

Time Out MARKET LISBOA



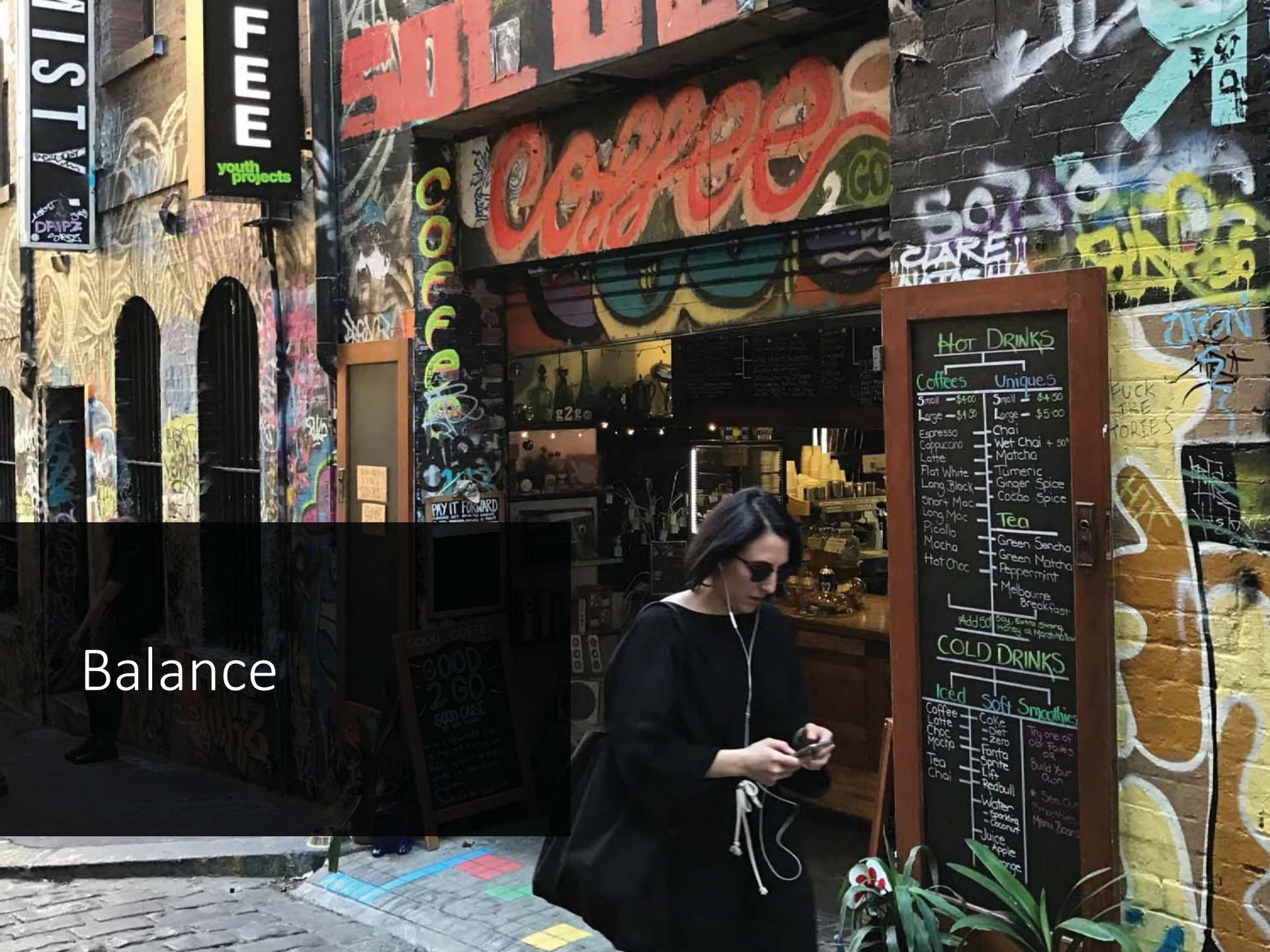
Tasty



Exploration



Sociability



Balance

HOT DRINKS

Coffeees		Uniques	
Small	\$4.00	Small	\$4.50
Large	\$4.50	Large	\$5.00
Espresso		Chai	
Cappuccino		Wet Chai + soy	
Latte		Matcha	
Flat White		Turmeric	
Long Black		Ginger Spice	
Short Mac		Cocao Spice	
Long Mac			
Piccolo			
Mocha			
Hot Choc			

Tea

- Green Sencha
- Green Matcha
- Peppermint
- Melbourne Breakfast

add 50¢ soy, Extra strong, Honey or Marshmallow

COLD DRINKS

Iced

- Coffee
- Latte
- Choc
- Mocha
- Tea
- Chai

Soft Smoothies

- Coke
- Diet
- Zero
- Fanta
- Sprite
- Lift
- Redbull
- Water
- Sparkling
- Coconut
- Juice
- Apple
- Orange

Try one of our Tails or Build Your Own
* See our Smoothies Menu Board

Great Boutique Cities



Queenstown





Malmo





Aarhus





An aerial photograph of Boulder, Colorado, taken during the golden hour. The city is nestled in a valley, surrounded by dense green forests. In the background, rugged, rocky mountains rise against a clear blue sky. The city's architecture is characterized by red-tiled roofs and light-colored walls. A large, circular stadium is visible in the lower right quadrant of the city. The overall scene is bathed in warm, golden light, highlighting the textures of the rocks and the lushness of the trees.

Boulder



BOULDER
150
YEARS



BOULDER 15

BOULDER
150
YEARS

HISTORIC
PEARL
STREET
MALL

BOULDER
150
YEARS

HISTORIC
PEARL
STREET
MALL

UNIVERSITY
OF
COLORADO
EST. 1876



UNIVERSITY OF COLORADO

So What
Makes a City
Great





Lessons Learned



1

Currency



Innovation and Ideas

2

Connectivity





Hard or Civil



Soft and
Sociable



3

Compression And Clusters



Culture is thick
and strong



4

Charisma



Distinctive sense
of place

BOOK

Paule Coste



5

Cosmopolitan



Flow of People
and Ideas



One simple question

What Kind of Great City do
You Want to Be?