

# The Power of Smallness



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**Innovation and  
creativity**

**=**

**Smallness**

**Smallness is not about**

**small buildings**

**UVci h'XYg][ b ]bHYbg]hm'**

Smallness is not about  
being invisible ·Vi h]g  
U·h]a YVUgYX·ghUH [ m  
hc·Vi ]X·VcU`]h]cbg]c·  
[ Yh]XYUg]fYU`]gYX·

**Smallness is not about**

**‘thinking small’**

**UVci h`]b\_]b[ `gWU`Yg`**

**UbX `WcbbYVW]b[ `h`]b[ g`**

**.**

**The Power of Smallness**  
— is the power that lies in  
dYfgcbU`XYg][ b

**Personal attention, empathy,  
communication, loyalty  
and service**

**The Power of Smallness  
— is the power of detail**

**The excellence, value and  
quality dedicated to detail  
determines the perceived  
value of the ‘whole’.**

**The Power of Smallness  
— is the power of the  
individual to create  
their own world**



**The Power of Smallness  
— is creating open  
systems that allow the  
individual user to create  
their own world**

**— whilst benefitting from  
the economy of scale  
and industrial mass  
production**

**The Power of Smallness  
— is the power to build  
productive communities  
through collaboration**

**The Power of Smallness  
— is the power of  
integration**

After the crash of the  
of the markets, people  
are reassessing the  
meaning of 'value'

Identity, freedom and time  
are the new 'money'.  
Think about 'value' instead  
of 'price'

The architect can play  
a powerful role in this  
process - and in  
collaboration create  
real, lasting value.