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City builders to gather for Create: Detroit ideas festival

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By Maria Esquinca



Richard Florida

Leading city builders and urbanists from around the world will gather in Detroit later this month to share ideas and best practices for how to build creative, inclusive cities.

Create: Detroit, hosted by urban studies theorist Richard Florida, the director of the **Martin Prosperity Institute** at the **University of Toronto**, as well as **Creative Class Group** and presenting sponsor Detroit-based **Rock Ventures LLC**, is billed as an ideas festival.

Among the discussions included in the program are “Creative, Inclusive, Revival,” about renewal and change after a city goes through economic stagnation, and “Create: Detroit,” a session on continuing the growth of Detroit’s arts and culture scene as part of the city’s revitalization.

The afternoon workshop will introduce lessons from cities such as Miami, Las Vegas and Queens, N.Y., which organizers say have been able to transform and rebound their economies and boost urban development.

The objective is to share ideas that worked in other cities that have been successful, said Steven Pedigo, director of Creative Class Group, a global advisory services firm. “Leaders can take that and apply it to Detroit,” he said.

“Great cities shape their own narrative, and they create a new narrative for the world. Detroit is charting a new path back and a guide for other cities to follow,” Florida said in a news release. “There’s no better city than Detroit to come together as urbanists and city builders to share insights and best practices for building more creative and inclusive cities.”

About 450 are expected to attend the event, which is scheduled for 2-6:30 p.m. June 30 at the **College for Creative Studies**. Cost is \$50 for general admission or \$25 for students.

For more information and to register, visit create-detroit.com.