

Who's Your City? author/urban thinker Richard Florida

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Richard Florida is an urban thinker best-known for his theory of the "creative class" as a key to urban regeneration.

He is a professor and head of the Martin Prosperity Institute at the Rotman School of Management at the University of Toronto and heads a private consulting firm, the Creative Class Group.

His 2002 book, *The Rise of the Creative Class*, set out his theory that cities with a high concentrations of high-tech workers, artists, musicians, lesbians and gay men, and a group he calls "high bohemians," have a higher level of economic development than their rivals.



CREDIT:

Author/urban thinker Richard Florida.

He followed that with *Cities and the Creative Class*, and *The Flight of the Creative Class*.

His latest book, *Who's Your City?*, was published in June and focuses on the issues surrounding urban renewal and talent migration.

A self-described fan of Montreal, Florida conducted a study in 2004 and 2005 for Culture Montréal, a non-profit group that promotes culture as essential to the city's development.

He is a native of Newark, N.J., and holds degrees from Rutgers and Columbia universities.

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