

119 CORBÔ

LIFE & STYLE

Rana Florida



Haider Ackermann Blazer, Balenciaga Boots, Celine Sunglasses

PHOTOGRAPHY TED BELTON

As a CEO, mother of two and frequent globetrotter, Rana Florida lives in the intersection of business, art, architecture, creativity and culture. But what of fashion, and where does it feature in her life? We needed to know, and so we met with the Creative Class Group CEO in the home she shares with her husband Richard, the international bestselling author, professor and urbanist. Their home is a perfect example of their design-led lifestyle, their vision executed by the ultra-creative firm Studio Pyramid and the interior designer Sasha Josipovicz.



Balenciaga Boots

YOU ARE THE CEO OF THE CREATIVE CLASS GROUP. WHAT PROJECTS ARE YOU WORKING ON NOW?

We help launched The Atlantic's online media property, CityLab and are super thrilled the upcoming event where we gather mayors from around the world with Bloomberg Philanthropies is in my home town of Detroit this fall. Also excited to be working again with the Intra Development Bank in Colombia on growing a creative economy. Also excited about Microsoft's upcoming conference where Richard is a keynote speaker and the Nantucket Project. Lastly, always excited to work in Miami Beach on the Miami Urban Future Initiative, a joint initiative with FIU funded by the James L. Knight Foundation.



Ann Demeulemeester Blazer, Dries Van Noten Scarf

DO YOU HAVE A FAVOURITE CCG INITIATIVE?

We loved working with Converse on targeting the entrepreneurial Creative Class. Working with Starwood hotels on their Le Meridien chain of hotels. We helped Cirque du Soleil pinpoint which neighborhoods to pitch their tents and One Fine Stay with data. We recently finished working with Art Basel on their Art Basel Cities initiative in Buenos Aires.

WHAT ARE THE CHARACTERISTICS OF THE CREATIVE CLASS?

Anyone who works with their mind. New discoveries, innovations come through working creatively.

WHAT ROLE DOES FASHION PLAY IN THE CREATIVE CLASS?

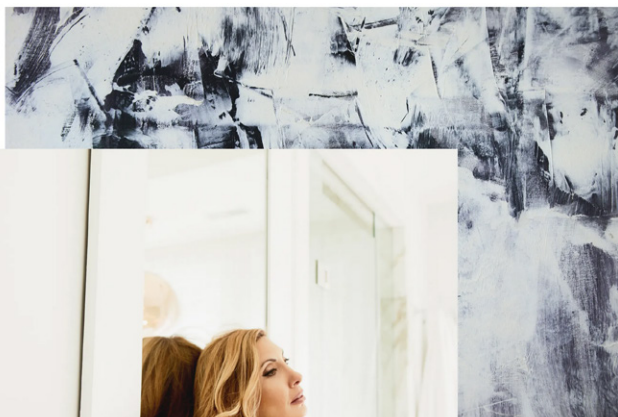
Fashion, like any creative industry, music, advertising, design, technology, etc isn't just a frivolity, it's a major contributor to a city's economic growth.

WHAT DO YOU DO WHEN YOU NEED TO IGNITE YOUR OWN CREATIVITY OR INSPIRATION?

Travel, read, look at art or listen to music.

WHAT ROLE DOES ART PLAY IN A HOME? IN A CITY?

The quality of place is key to making a city livable, that means, walkability, green space, public gathering spots, parks, and art. We try to curate our home to create an authentic and inspired place to live.



Dries Van Noten Faux Fur Jacket, Ann Demeulemeester Slip Dress

WHAT WAS THE FIRST CAPITAL A PIECE OF ART YOU ACQUIRED?

I was on the junior Board of Directors for the Detroit institute of Arts and was in awe of the collection. Richard and I have always made an effort to invest in local emerging artists. We own art pieces that are neon, photography, lithos, oils; art includes everything from drugs like MDMA by Daniel Allen Cohen to donuts, to seatbelts, to cosmic girls. We own art by literally dozens of artists, including Sonia Luc, Jacin Giordano, Blair Thurman Paul Jacobson and William Betts.

DO YOU HAVE A FAVOURITE PIECE OF ART YOU LIVE WITH?

I love the family portraits by Carter Kustera, Valentina's portrait just arrived which completed our wall.

HOW WOULD YOU DEFINE YOUR PERSONAL STYLE?

Urban chic! I need walkable outfits to go from airport to city streets and something I can wear to a meeting, then chase after a 1 and 2 year old, with puppy in tow.

WHAT WOULD WE BE SURPRISED TO FIND IN YOUR CLOSET?

Way too many pairs of [Olivea Von Halle PJ's](#). Love their prints, the comfortable silk, and you can leave the house in them!



Maison Margiela, Trench Coat, Bodysuit, Balenciaga Boots

WHICH FASHION DESINGERS DO YOU COLLECT?

Alexander McQueen, Balenciaga, Céline, Christian Wijnants, Dolce & Gabbana, Givenchy, Mui Mui, Maison Margiela, Haider Ackermann, Rick Owens, Stella McCartney, Isabel Marant. And lots of others!

WHAT WAS THE FIRST MAJOR FASHION PIECE YOU ACQUIRED?

My Jordache Jeans!

DO YOU HAVE A SIGNATURE PIECE?

Currently, love my white Alchimia Di Ballin boots.

WHATS ON YOUR 119 CORBO WISHLIST FOR FALL?

I love the 119 private label leather pants, the Balenciaga BB houndstooth booties, Linda Farrow cat-eye sunglasses and Dries Van Noten's faux fur jacket in caramel.



Celine Cashmere Dress



Balenciaga Boots

WHAT BOOKS ARE YOU READING?

Richard Florida's New Urban Crisis! Plus several others, including Eat, Move, Think by Shaun Francis, Option B by Sheryl Sandberg and Adam Grant, and Hit Refresh by Satya Nadella et al

WHAT'S ON YOUR PLAYLIST RIGHT NOW?

Dennis Lloyd, Alan Walker, Autograf, Haux, Loud Luxury, Rufus Du Sol, Y.V.E. 48, Thievery Corporation, Dragonette, and always some Detroit, White Strips then we wind down with the classics for dinner, Coleman Hawkins, Dexter Gordon, Miles Davis, John Coltrane.

WHAT'S THE BEST PIECE OF ADVICE YOU WERE GIVEN?

Be creative.

WHAT ADVICE DO YOU GIVE?

Stay curious!

DO YOU HAVE A FAVOURITE PLACE IN TORONTO? A SECRET GEM?

The Evergreen Brickworks. A former industrial site, turned hidden gem, green space, art gallery, children's discovery zone, farmers market and startup hub.

YOU AND RICHARD SAY CITIES HAVE SOULS.

CAN YOU DESCRIBE TORONTO'S

Open, tolerant, diverse and authentic.



Dries Van Noten Faux Fur Scarf, Ann Demeulemeester Dress, Balenciaga Boots

CREATIVE DIRECTION: GIANNA RITACCA

STYLING: MAYILA DOLIKON

MAKEUP: BIANCA PERISA

HAIR: HELEN KENNY & SALVATORE LEONETTI