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## The Cool Girl's Guide to Toronto

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Rana Florida  
Photographed by Mark Sommerfeld



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Together with her husband, renowned urbanologist and academic [Richard Florida](#), this dealmaker (not to mention tastemaker) oversees a boutique advisory consultancy working with brands from Converse to Starwood Hotels. The Floridas' work advocates for the importance of cultivating urban environments that foster creative growth and innovation. The author of *Upgrade—Taking Your Work and Life From Ordinary to Extraordinary*, she also covers the business beat for *Fast Company* and *Huffington Post*.

Her spot: "[The Evergreen Brickworks](#), a former brick making factory turned public green space, discovery zone, farmer's market, and art gallery. Turning a rundown industrial site into a vibrant green mecca is place-making at its finest. It's so amazing to have this much nature in one of North America's major cities."

Cafe select: "[Nutbar](#). I love their coffees made with their own blend of organic cashew, almond and coconut milk. A great healthy lunch or breakfast is Matcha Morning bowl. And if you're feeling under the weather, get the Ginger Bomb."

Dine out: "[Giulietta](#). It has so many tasty dishes for a vegetarian, like the wood-roasted peppers and indulgent cacio e pepe."

Design eyes: "Toronto has so many talented designers, from [Yabu Pushelberg](#), [Colette van den Thillart](#) and [Studio Pyramid](#) for interior design, [Bruce Kuwabara](#) and [Frank Gehry](#) for architecture, [Beaufile](#) and [Greta Constantine](#) for fashion."

Shop talk: "I shop at places where I know the owners and they know me, such as [Augustina](#), [119 Corbo](#), [The Fitzroy](#), [Gaspard](#), and [Pink Tartan](#)."