

Renowned Urbanist, Richard Florida, and the NYU Schack Institute of Real Estate to Host “The Great Reset: Once Again New York,” a Discussion on the New York City Economy

Event Will Serve as the Launch for a Larger Collaboration

NEW YORK, November 6, 2012 – On Friday, November 9, Richard Florida, best-selling author of *The Rise of the Creative Class*, which was recently released in a newly revised and expanded 10th-anniversary edition; *The Great Reset*; and *Who's Your City?*, will deliver his first major address at the NYU School of Continuing and Professional Studies (NYU-SCPS), to launch a major new research initiative on the future of the New York economy. Florida, one of the world’s foremost authorities on cities and economic transformation, was recently named global research professor for NYU-SCPS and will help to lead the research in collaboration with the NYU Schack Institute of Real Estate, a unit of the School; NYU faculty members; and colleagues at the University of Toronto’s Martin Prosperity Institute, which he also directs.



The upcoming event, titled [“The Great Reset: Once Again New York.”](#) will outline the key themes of this broad research thrust, examining the sustained resilience and dynamism of the New York City economy in the context of his broader theories of the economic shift from the industrial to the creative economy. NYU President John Sexton will deliver the welcoming remarks.

“We are privileged to be working with Richard Florida on a project of this magnitude and are fortunate to have him speak at this kick-off event,” said Rosemary Scanlon, divisional dean of the NYU Schack Institute of Real Estate, who formerly served as the chief economist for the Port Authority of New York & New Jersey. “We look forward to a highly productive collaboration with him.”

Event Details:

“The Great Reset: Once Again New York”

Friday November 9, 2012

9:00 a.m. – 11:00 a.m.

NYU Kimmel Center, 60 Washington Square South

Eisner & Lubin Auditorium (4th Floor), New York, New York 10012

[Click Here to Register](#)

About the NYU School of Continuing and Professional Studies

For nearly 80 years, the NYU School of Continuing and Professional Studies (NYU-SCPS) has fostered a rich tradition of serving the City and the world, by providing educational experiences that prepare students who are just beginning on their career path, as well as those who are seasoned veterans. Through undergraduate, graduate, and noncredit offerings that span a plethora of industry-related disciplines, the School has shaped the very landscape of professionally oriented education. In the classroom, in the field, and online, its programs have inspired the next generation of leaders, to innovate, communicate, and succeed in a constantly changing world that offers limitless opportunity.

The NYU School of Continuing and Professional Studies offers [16 graduate degree](#) programs and [12 graduate certificates](#) that provide grounding in high-growth disciplines encompassing diverse career paths. Through the [Paul McGhee Division](#), transfer students, as well as older students who wish to return to school, can complete their undergraduate degree in a supportive learning environment.

With more than 2,300 onsite and online courses, certificates, and intensives, NYU-SCPS is one of the world's leading providers of [noncredit continuing education](#).

About the NYU Schack Institute of Real Estate

In the late 1960s, leading figures in the real estate industry were concerned about providing committed industry professionals with the opportunity to further their education. They turned to NYU. Founded in 1967, the NYU Real Estate Institute (REI), now the NYU Schack Institute for Real Estate, launched courses and seminars designed for the most highly motivated professionals from the residential and commercial real estate sectors.

Course offerings quickly expanded to include professional licensing programs, professional certificate programs, diploma programs, and eventually graduate degrees and certificates. Today, the NYU Schack Institute of Real Estate's [conferences](#) draw national attention, and its alumni are active around the world. The Schack Institute has grown to be among the largest and most prestigious educational entities dedicated to the real estate and construction industries, and it serves as the model for similar programs.

The unprecedented success of NYU Schack is owed in large part to its industry ties. It is these relationships that have served as a catalyst for attracting the Institute's [faculty members](#), who are accomplished and motivated professionals. These critical connections also have helped to build an advisory board that is composed of the leading members of the [real estate](#) and [construction](#) communities.

Since its inception more than 40 years ago, NYU Schack's advisory board has guided the Institute's activities. The board's unwavering mission is to professionalize the industry by providing the best-educated, most practically oriented students. The NYU Schack Institute is an integral part of the industry, and the industry is an integral part of NYU.

About Richard Florida

The Economist recently said that Richard Florida was “as close to a household name as it is possible for an urban theorist to be in America,” *Esquire* has included him on its annual list of “The Best and the Brightest,” and *Fast Company* dubbed him an “intellectual rock star.”

He is author of several influential global best sellers, including the award-winning *The Rise of the Creative Class*, which *800-CEO-Read* singled out as “one of the best business books of all time.” His book, *The Great Reset*, argues that long-term economic recovery turns on remaking our cities and reinventing the way we live and work.

A senior editor for *The Atlantic* and co-founder of *Atlantic Cities*, he writes frequently for major newspapers and appears regularly on major TV and radio broadcasts. *TIME* magazine recognized his Twitter feed as one of the 140 most influential in the world. He is founder of the Creative Class Group, which works closely with cities, nations, and companies worldwide.

Florida is global research professor at NYU and director of the Martin Prosperity Institute at the University of Toronto’s Rotman School of Management. He has taught at Carnegie Mellon University, and has been a visiting professor at Harvard and MIT. Born in Newark, New Jersey, he earned a bachelor’s degree from Rutgers College and a Ph.D. from Columbia University.