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Richard Florida to visit city committee



Celebrity intellectual Richard Florida – author of such books as "The Rise of the Creative Class" – will visit Toronto's economic development committee Wednesday for a brainstorming session on ways out of the current global slump.

The Columbia-educated American, Prof. Florida is now teaching at the University of Toronto's Rotman School of Management, so he won't have far to come for the meeting.

He has written extensively about how creative workers – artists, writers, film makers, etc. – can help regenerate urban economies.

Meanwhile Greg Clark, another renowned economist, will offer his thoughts via video from London, UK.

Prof. Clark has been comparing data on city economies in his research.

Prof. Florida's twitter feed is one of a handful Mayor David Miller, an avid tweeter, follows regularly.

The economic development committee had a closed-door "education" session for councillors two weeks ago with local experts in finance, real estate, investment and labour.

Councillor Kyle Rae (Toronto Centre Rosedale) said he knows Pof. Florida, who now lives in his ward, and he asked him to pay a visit to City Hall to share his expertise.

"He's a local boy now," Mr. Rae quipped.