



Iron Chef: Richard Florida Edition

Richard Florida, director of the Martin Prosperity Institute and author of *The Rise of the Creative Class* (among other books) is the leading guru of the creative economy. Here's his recipe for baking a successful creative age economy.

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BY SEAN KELLY KEENAN August 19, 2009 21:08

1. First, generously grease a city with tolerance, diversity and lots of nifty haunts for arty folk to sit around and bitch about life in.
2. Stir into a cup of [lukewarm low-income residential](#) neighbourhoods one package of dry-active bohemians. Wait for cool, out-of-the-box frothing action to occur.
3. Add a pinch of [high-earning creative types](#) along with a dash of more accessible post-secondary education into the now roiling bowl of bohemians. Stir gently and wait for mixture to double in size.
4. Place in industry [oven](#) preheated to bottom-up innovation and skills-upgrade

temperature. Wait a couple of years. In the meantime, set up a recipe exchange with surrounding municipalities.

5. By now you should have a multi-faceted loaf of high-paying creative economy jobs. Break into pieces, and share with the unsmart minority that's left.

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625 Church St, 6th Floor, Toronto M4Y 2G1