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 Josipovic.

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.
DO YOU HAVE A FAVOURITE CC+ INITIATIVE?
We loved working with Converse on targeting the entrepreneurial Creative Class. Working with Starwood hotels on their Le Méridien chain of hotels. We helped Cinque du Soleil propose which neighborhoods to pitch their tents and Ona Fine Stay with ciao. 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.
WHAT WAS THE FIRST CAPITAL PIECE OF ART YOU ACQUIRED?
I was on the Junior Board of Directors for the Denver 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, oil; art includes everything from drugs like MDMA by Daniel Allen Cohen to donuts, to seahawks, to cosmic girls. We own art by literally dozens of artists, including Sonia Luce, Jacin Giordano, Blair Thurman, Paul Jacobsen and William Betts.

DO YOU HAVE A FAVOURITE PIECE OF ART YOU LIVE WITH?
I love the family portraits by Carole Koster. 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 Olivia Von Halle PJ’s. Love their prunts, the comfortable silk, and you can leave the house in them!

WHICH FASHION DESIGNERS DO YOU COLLECT?
Alexander McQueen, Balenciaga, Céline, christian Wijnants, Dolce & Gabbana, Givenchy, Mui Mui, Maison Margaia, Haider Ackermann, Rick Owens, Stella McCartney, Isabel Marant. And lots of others!

DO YOU HAVE A SIGNATURE PIECE?
Currently, love my white Aichania Di Ballin boots.

WHAT’S ON YOUR 119 CORBOS WISHLIST FOR FALL?
I love the 119 private label leather pants, the Balenciaga BB roundabout booties, Linda Farrow cat-eye sunglasses and Dries Van Noten’s faux fur jacket in caramel.
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 Hir Refresh by Satya Nadella et al.

WHAT’S ON YOUR PLAYLIST RIGHT NOW?
Dennis Lloyd, Alan Walker, Autograf, Haux, Loud Luxury, Rafus Da Sld, YVE. 48, Thievery Corporation, Dragoonette, 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.

CREATIVE DIRECTION: GIANNA RITACCA

STYLING: MAYILA DOLIKON

MAKEUP: BIANCA PERISA

HAIR: HELEN KENNY & SALVATORE LEONETTI