

washingtonpost.com

'Creative Class' Professor Leaves GMU

Advertisement

Monday, July 23, 2007; D02

Economist and author Richard Florida, who became a faculty star at [George Mason University](#) for his pioneering work on "the creative class," has left the [Fairfax County](#) university for a post at the [University of Toronto](#)'s Rotman School of Management.

[Florida](#), who joined GMU in 2004, has theorized that smart, innovative thinkers -- such as engineers, writers, entertainers and artists -- are crucial to the success of U.S. cities. He expounded those theories in two top-selling books: "The Rise of the Creative Class," published in 2002, and "The Flight of the Creative Class," published in 2005.

His departure comes just a few months after GMU featured him in a Business Week advertisement touting the Washington region's blend of cultural, sports, academic and service amenities as being a magnet for the best and brightest young people.

At Rotman, Florida will be a professor of business economics and academic director of the school's newly established Centre for Jurisdictional Advantage and Prosperity, a \$120 million project to study how localities make themselves more attractive to companies and top-flight talent.

Florida's hiring is a coup for the Rotman School, which has been trying to raise its profile among the world's top business schools. Roger Martin, its dean, said he has been trying to get Florida for years.

"It took me a few years to get to know him well enough," Martin said. "We almost did a deal a few years ago, but we didn't have the funding in place."

The school received \$60 million for the center from the province of [Ontario](#), plus an additional \$10 million from its top benefactor and namesake, Canadian banker Joseph L. Rotman.

"That helped create the environment in which Richard can say he was confident that he could get the work done that he really wanted," Martin said.

Florida did not return messages left for him seeking comment.

-- **Thomas Heath**

Post a Comment

Ad

Join the discussion. Sponsored by Cisco.  welcome to the human network. **CISCO**

[View all comments](#) that have been posted about this article.

Your washingtonpost.com User ID, all18, will be displayed with your comment.

You must be logged in to leave a comment. [Log in](#) | [Register](#)

Submit

material will be removed from the site. Additionally, entries that are unsigned or contain "signatures" by someone other than the actual author will be removed. Finally, we will take steps to block users who violate any of our posting standards, terms of use or privacy policies or any other policies governing this site. Please review the [full rules](#) governing commentaries and discussions. You are fully responsible for the content that you post.

© 2007 The Washington Post Company

Ads by Google

[Nanny And The Professor](#)

Directory Of Nanny Providers. Find Local Nannies Quickly.
[Nannies.TheBabyDepartment.com](#)

[George Mason University](#)

George Mason Univ students give the scoop on admissions, academics!
[www.Vault.com/College](#)

["No End In Sight" Trailer](#)

An Inside Look At The U.S. Errors In The Iraq War. Opens 7/27
[www.NoEndInSightMovie.com](#)