



The world may indeed have shrunk to one global village due to technology. But that does not make the city you choose to live in any less important, according to renowned urban theorist and best selling author Richard Florida.

## **Choose your city wisely, renowned urbanist advises**

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Published: April 05, 2009, 23:01

Abu Dhabi: The world may indeed have shrunk to one global village due to technology. But that does not make the city you choose to live in any less important, according to renowned urban theorist and best selling author Richard Florida.

Though social networking sites and video broadcasting have become the way of expressing camaraderie, choosing your city wisely continues to be of astounding importance as it is tantamount to all aspects of living from finding a job to your social networks to family and overall happiness, says Florida.

In his recent book *Who's Your City* he makes an argument about "the importance of place in the global economy and how it is creating a spiky world."

He ranks choosing a city as important as choosing a spouse or a career. Florida is scheduled to deliver the keynote address in the upcoming Global City Forum which starts tomorrow.

In an exclusive interview with *Gulf News*, Florida said: "The place we choose to live in is the single most important decision we make. It has a profound impact on the jobs we have access to, our career path, our social networks, family and lifestyle choices and ultimately the wealth we accumulate as well as our overall happiness."

His international best sellers in which he developed his concept of 'creative class' raised him to fame. His widely adopted urban growth strategy gained him applause as well as criticism. The books speak of the need to attract creative class into a city for it to be successful.

"The Creative Class includes two segments of workers. Firstly, Creative Professionals - These professionals are the classic knowledge-based workers and include those working in healthcare, business and finance, the legal sector, and education. Secondly, Super-Creative Core - These workers include scientists, engineers, techies, innovators, and researchers, as well as artists, designers, writers and musicians", he described.

Florida noted that this class is the core force of economic growth in future economy.

Asked how emerging cities such as Abu Dhabi can get it right, he said: "To compete and prosper in the new global economy, Abu Dhabi has to continue to expand and foster creativity. This extends beyond the Creative Class. "

"The great challenge for us is to expand the structures of the creative economy to harness the creativity of much larger segments of the workforce in the service and manufacturing sectors alike."

#### **Profile: Richard Florida**

Richard Florida is one of the world's leading public intellectuals.

*Esquire* magazine recently named him one of the 'Best and Brightest' in America. He is author of the national and international best-selling book, *The Rise of the Creative Class*, which received the Washington Monthly's Political Book Award and was cited as a major breakthrough idea by the Harvard Business Review.

He is founder of the Creative Class Group, an advisory services firm, charting new trends in business and community.

His book, *Who's Your City?* has been hailed a national best-seller, an international best-seller and Amazon Book of the Month. Florida is also Director of the Martin Prosperity Institute and Professor of Business and Creativity at the Rotman School of Management, University of Toronto.

*Do you agree that choosing a city is just as important as choosing a spouse or career? Did you consider the city life you are living in before you moved to it? How much does it affect your daily life?*