

City Survivor

THE LIST

Richard Florida

The Rotman prof by day, rock star by night—who just released his latest urban manifesto—reveals the 10 things he can't live without



1. My raison d'être

I couldn't live without music. I think music is the most important part of decorating a home—more important than the furniture or even the art. I have so many favourites: Dizzy Gillespie, Chuck Berry, Cream, The Clash, U2, Death Cab for Cutie, Spoon... And Black Sabbath is still underrated.

2. Indie beer

I love artisanal microbrews, especially hoppy ales. I order Bell's Two Hearted, Rogue Dead Guy and Victory HopDevil by the case.



3. My axe

When I was 10, my dad and I got this Gibson on layaway. I grew up in a rough neighbourhood in New Jersey, and being in a rock band as a teenager kept me on the straight and narrow.

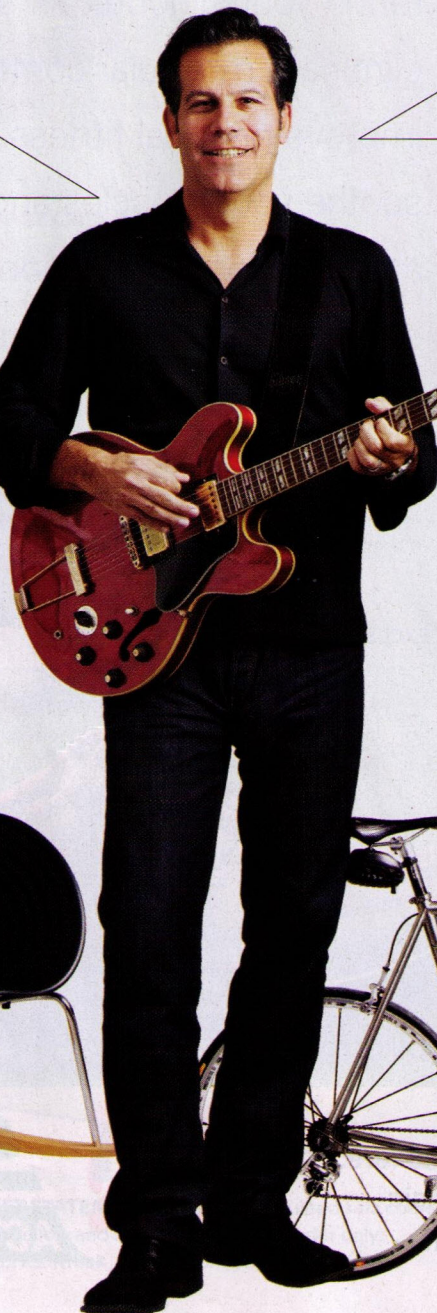
4. Modern design

I bought my Ron Arad rocking chair in Washington, D.C., about seven years ago. I love it so much, I move it from room to room.



5. My laptop

I have an office in the MaRS building, but my Toshiba is my real office: all of my life's work—all the books and articles I've written—is on it. I take it everywhere.



6. Oddball art

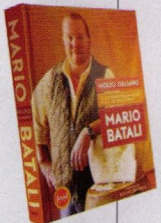
I have a better eye for interesting objects than I do for traditional art. I bought these little guys at the Toronto Design Exchange in 2003, when I was in town giving a talk with Jane Jacobs. It was billed as Lunch With Dick and Jane.

7. My better half

I met my wife, Rana, at a conference in 2004. She happened to walk by me after my lecture, and she was holding my book, so I stopped her and asked if she wanted me to sign it. That evening we went for a coffee, and the rest is history. She is the master multitasker who organizes everything in my life.

8. My chef BFF

Mario Batali and I have been friends since we went to Rutgers together, and we'd go out every night. I love everything he makes.



9. Miami

Rana and I go to Miami for Art Basel and for New Year's Eve. We like the Design District, the Wynwood Art District, and the out-of-the-way warehouse galleries.

10. My custom wheels

I started cycling in the mid-'90s because I was totally out of shape. My bike is designed for my exact measurements. I go into the ravines and do hill repeats near Sunnybrook hospital three to five times a week.

