Who's Your City? author/urban thinker Richard Florida

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Richard Florida is an urban thinker best-known for his theory of the "creative class" as a key to urban regeneration.

He is a professor and head of the Martin Prosperity Institute at the Rotman School of Management at the University of Toronto and heads a private consulting firm, the Creative Class Group.

His 2002 book, The Rise of the Creative Class, set out his theory that cities with a high concentrations of high-tech workers, artists, musicians, lesbians and gay men, and a group he calls "high bohemians," have a higher level of economic development than their rivals.

He followed that with Cities and the Creative Class, and The Flight of the Creative Class.

His latest book, Who's Your City?, was published in June and focuses on the issues surrounding urban renewal and talent migration.

A self-described fan of Montreal, Florida conducted a study in 2004 and 2005 for Culture Montréal, a non-profit group that promotes culture as essential to the city's development.

He is a native of Newark, N.J., and holds degrees from Rutgers and Columbia universities.

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