Iron Chef: Richard Florida Edition

Richard Florida, director of the Martin Prosperity Institute and author of The Rise of the Creative Class (among other books) is the leading guru of the creative economy. Here’s his recipe for baking a successful creative age economy.

1. First, generously grease a city with tolerance, diversity and lots of nifty haunts for arty folk to sit around and bitch about life in.

2. Stir into a cup of lukewarm low-income residential neighbourhoods one package of dry-active bohemians. Wait for cool, out-of-the-box frothing action to occur.

3. Add a pinch of high-earning creative types along with a dash of more accessible post-secondary education into the now roiling bowl of bohemians. Stir gently and wait for mixture to double in size.

4. Place in industry oven preheated to bottom-up innovation and skills-upgrade
temperature. Wait a couple of years. In the meantime, set up a recipe exchange with surrounding municipalities.

5. By now you should have a multi-faceted loaf of high-paying creative economy jobs. Break into pieces, and share with the unsmart minority that’s left.

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