



Address at the FIU Creative City Initiative

**Given by Mark B. Rosenberg
on December 3, 2015**



This speech was presented to the attendees of the FIU Miami Creative City Initiative Art Basel event "Create Miami" on December 3, 2015.

I would like to thank everyone for joining us this afternoon for this exciting event, at Art Basel called "The Creative City," a collaboration with the Creative Class Group. Together we have formed the FIU-Miami Creative City Initiative, a partnership to study and understand Miami's creative economy. Under Richard Florida's leadership, the goals will be to engage city and cultural leaders, faculty, students and the greater community in a dialogue on how creativity, culture and design can drive the economy.

As we all gather here, designers, makers and creators at Art Basel, Miami has truly transformed and is at a tipping point. With the ongoing transformation, the city is on the verge of becoming a truly great global city. But it can't stop now, as we undergo this revitalization, it is critical that we ensure Miami is open for creatives of all walks of life.

As a leader in education, it is FIU's role to ensure the community invests in; developing its talent, keeping its talent and attracting new talent. We need to strive to become a haven to spur new inventions, discoveries and ideas. The clustering of creative, diverse people is what drives advances in arts, culture and innovation - cities have been the fonts of creativity since the dawn of civilization.

So we are gathered today to debate and dialogue and to lead the conversation. Why are cities so essential to human creativity and innovation? How do we ensure our cities are open and helpful for creatives of all walks of life? This is a difficult time in America, and the World - the grim weapons of violence overshadow the bright weapons of ideas and hope. The grim rhetoric of exclusivity and divisiveness outshout the empowering rhetoric of collaboration and compromise; the Life of the Mind that we celebrate and nurture is overloaded with conflicting Icons.

Here today, your presence reconfirms our commitment to the positive vectors of hope, to the positive options that the bright weapons of discourse and dialog offer. So it is within these contexts that it gives me great pleasure to introduce to you my friend, visiting FIU Fellow and world-renowned urbanist Richard Florida.

The Director of the Martin Prosperity Institute at the University of Toronto's Rotman School of Management, Clinical Research Professor at New York University, and the founder of the Creative Class Group, Richard Florida is perhaps the world's leading urbanist, "as close to a household name as it is possible for an urban theorist to be in America," according to The Economist.

Esquire has included him on its annual list of “The Best and the Brightest,” and Fast Company dubbed him an “intellectual rock star.”

MIT Technology Review named him one of the world’s most influential thinkers.

GDI also named him one of the world’s global thought leaders of 2013 and the AAAS (American Association for the Advancement of Science) named him 100 of the most followed scientists.

He is a member of the Global Agenda Council on the Creative Economy, World Economic Forum.

He is also an appointed member of the United Nations Global Network for Digital Technologies and Sustainable Urbanization for UN Habitat and councils the United Nations Economic and Social Council (ECOSOC).

Please join me in welcoming Richard Florida to the stage.