



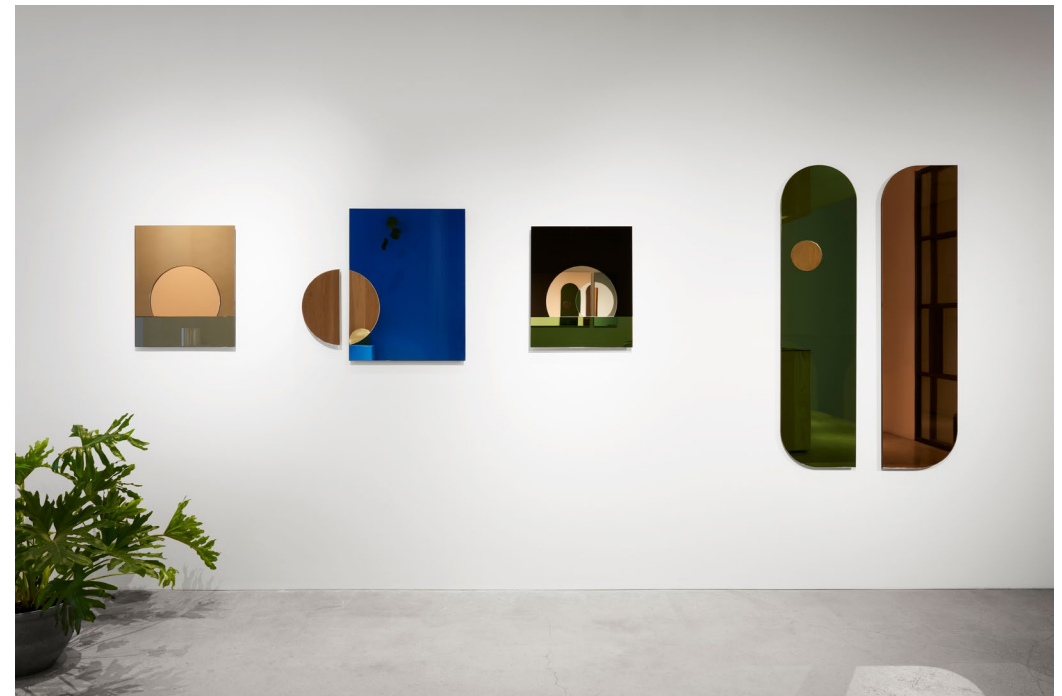
COLONY THE DESIGNER'S CO-OP

Founded and curated by Jean Lin, Colony is a community of independent furniture, lighting, textiles and objects designers coming together on a New York City stage to celebrate American design with an international audience.

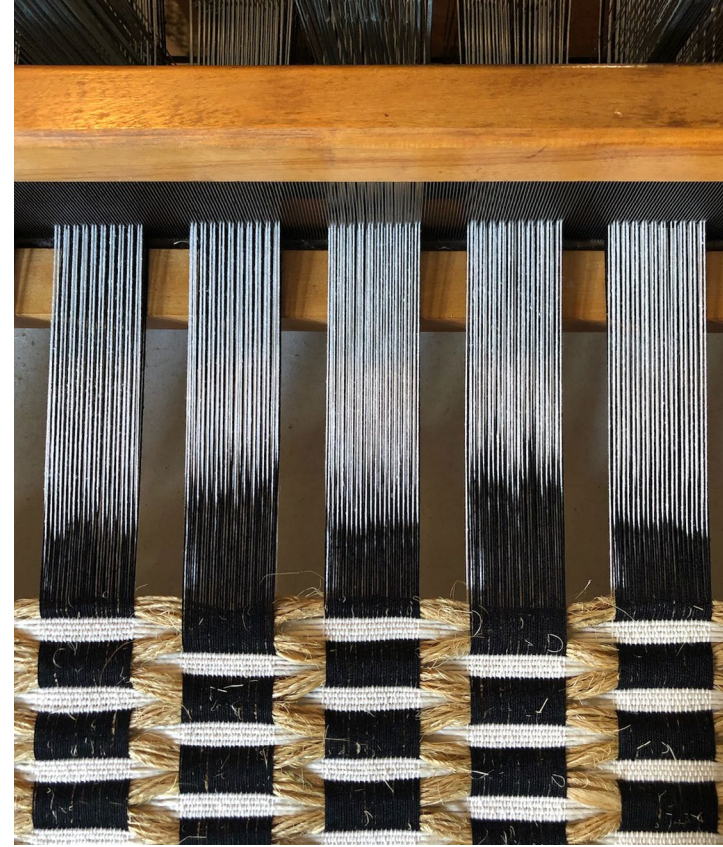
COLONY EMERGING DESIGN STUDIO RESIDENCY

A newly envisioned design program, The Colony Residency works to introduce the international design market to emerging American talent. Through an 8 month incubator program resulting in an exclusive collection, The Residency ushers forth a new generation of designers, artists and makers into the contemporary design vernacular of today.

Working from a rich foundation of curation, exhibit design, design education and collaborative design development, Colony works with a tightly curated selection of young designers guiding them through a vigorous curriculum of product development and design entrepreneurship. Each curriculum culminates in an exclusive collection, exhibit and a moment of true discovery for the greater design community.



RESIDENCY SCHEDULE 2023 - 2024



Start date: August 1, 2023
Design phase: August - October 2023
Production/Brand Development: November 2023 - February 2024
Pitching, Photography: March 2024
Exhibit: April 2024



CURRICULUM

Colony will assist residents with the following aspects of launching their studios. Through exercises, guidance and resource sharing, a roadmap will be set out for launching a studio practice in the New York City market.

Collection Development

Marketing & Sales Strategy

Exhibition & Photography

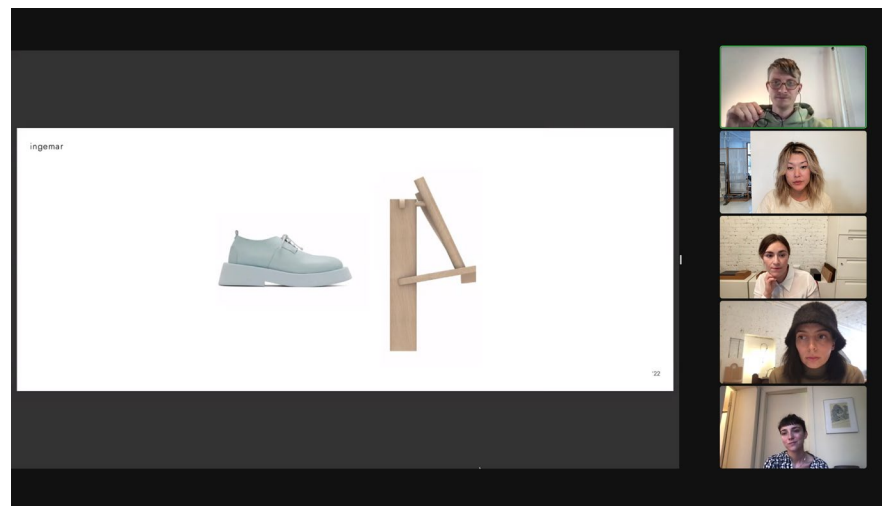
FUNDING

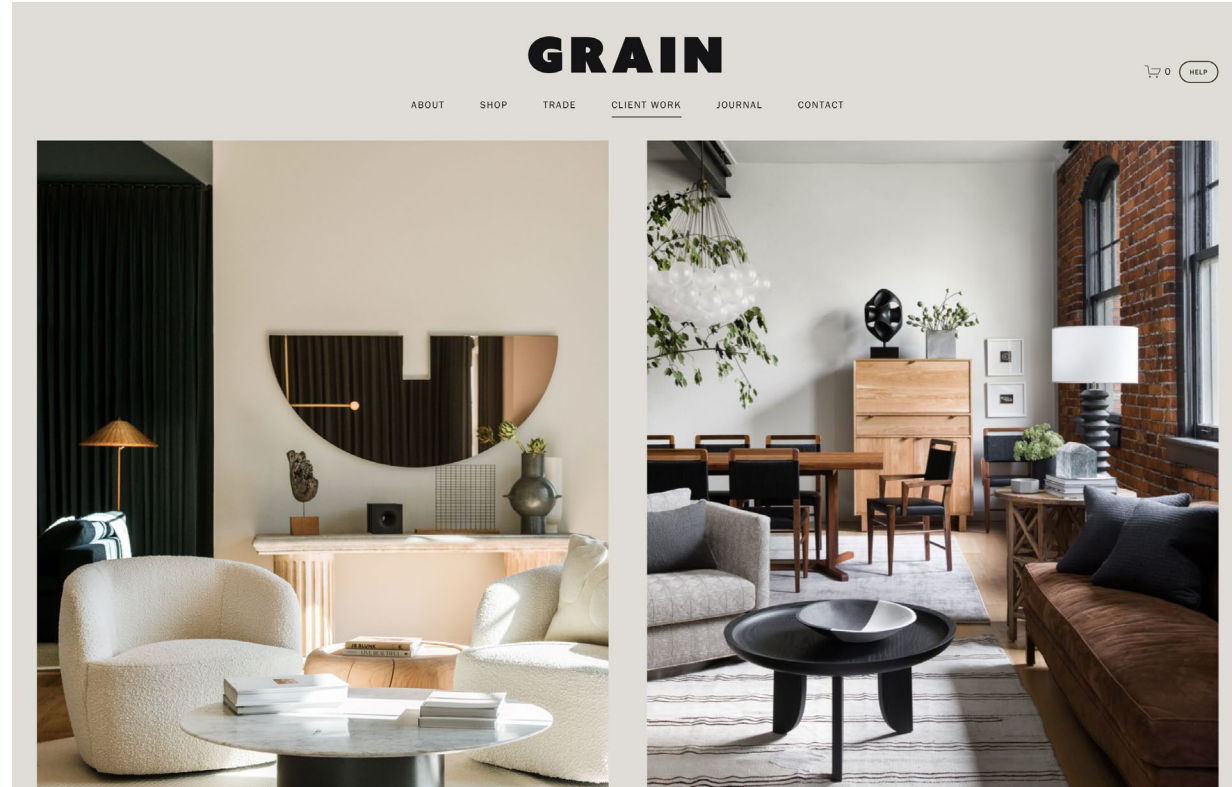
Throughout the residency each designer will work part-time at Colony 1-3 days a week, learning about the gallery and sales aspect of the furniture industry. Colony will also fund the studio space for residents.



CURRICULUM: COLLECTION DEVELOPMENT

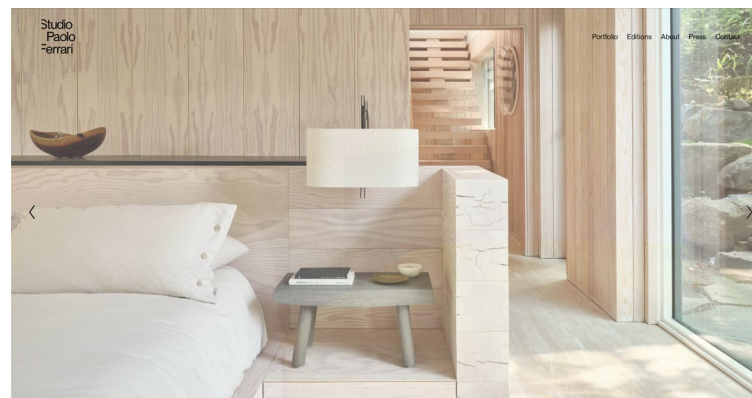
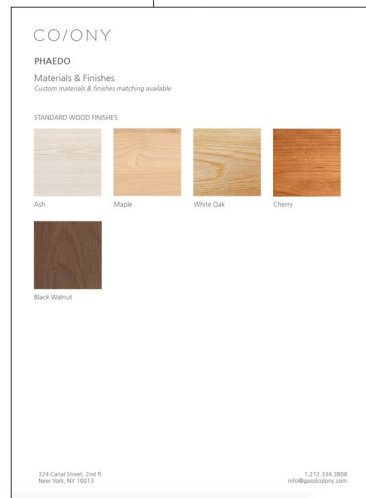
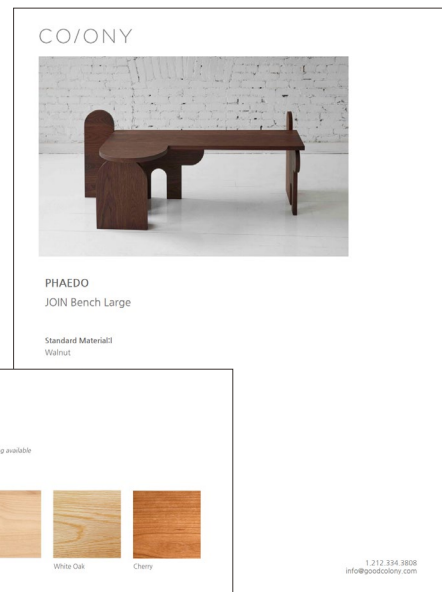
- Concept development
- Palette development
- Collection development
- Brand development





CURRICULUM: MARKETING & SALES STRATEGY

- Marketing strategy
- Pricing
- Sales strategy
- Client management
- Business essentials
- PR



Studio
Paolo
Ferrari

Portfolio Editions About Press Contact



CURRICULUM: EXHIBITION & PHOTOGRAPHY

Art direction
Photography
Display/Exhibit Planning
Final Exhibition at Colony

COMMITMENT 2023 - 2024

The Residency runs from August 1, 2023 to April 28, 2024.

Resident is responsible for all expenses beyond the studio stipend provided by Colony. This includes but not exclusive to: Material cost, production costs, additional vendor costs, photography costs, living expenses.

Colony will provide PR, Marketing and Promotional support within the scope of The Residency.

Colony reserves all rights to display, exhibit and showcase decisions per piece, per collection. If a completed piece is not up to the quality of fabrication and design standards that Colony requires, it will not be displayed or promoted.

Colony reserves the right to terminate this agreement with 14 days notice.

