

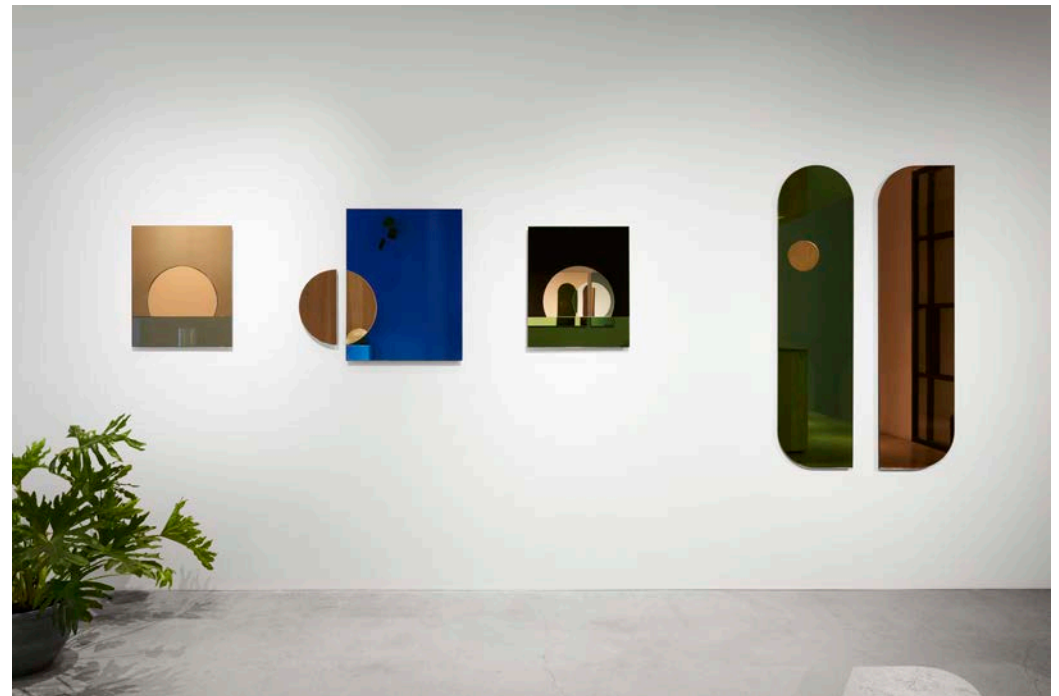
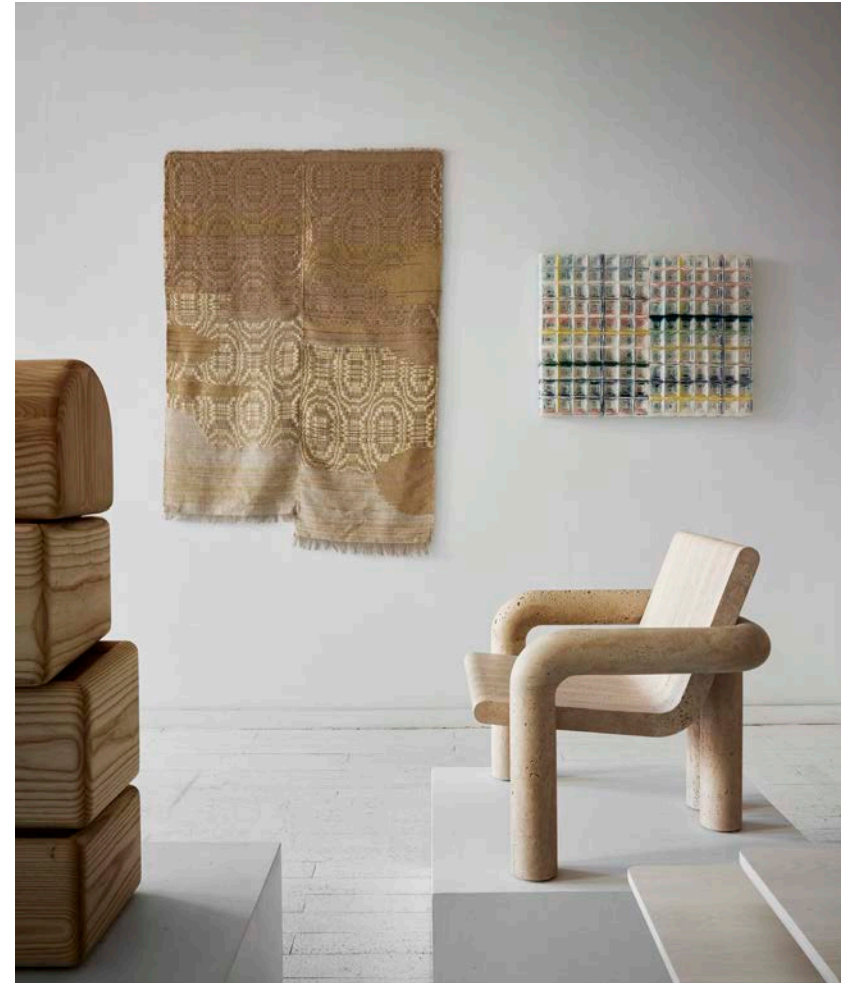
COLONY THE DESIGNER'S CO-OP

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.

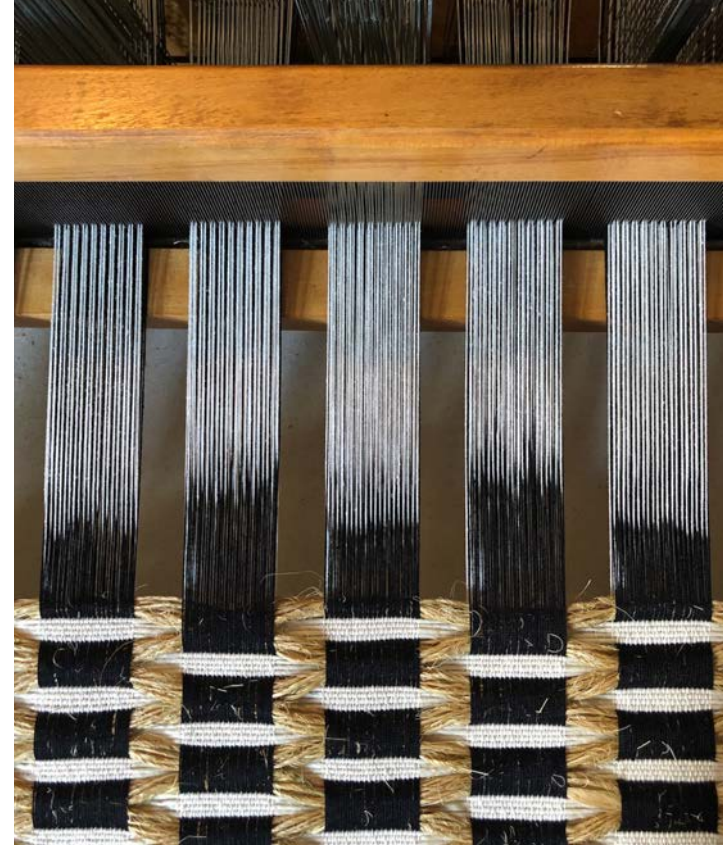
COLONY EMERGING DESIGN STUDIO RESIDENCY

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 2024 - 2025



Start date: September 2024
Design phase: September - November 2024
Production/Brand Development: Dec. 2024 - April 2025
Pitching, Photography: May 2025
Exhibit: June 2025



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 for a competitive rate, learning about the gallery and sales aspect of the furniture industry.

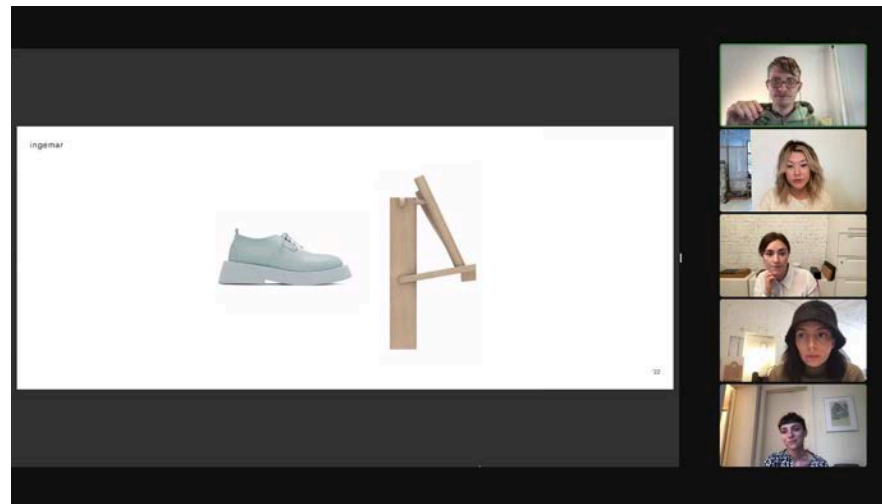
Colony will also fund up to \$1,700 worth of studio fees for residents.



CURRICULUM: COLLECTION DEVELOPMENT

Residents will be guided through a rigorous curriculum of exercises and prompts designed to hone in on conception of not only the collection but the studio's brand itself.

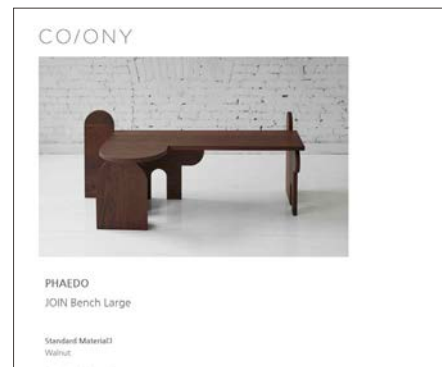
- Concept development
- Palette development
- Collection development
- Brand development



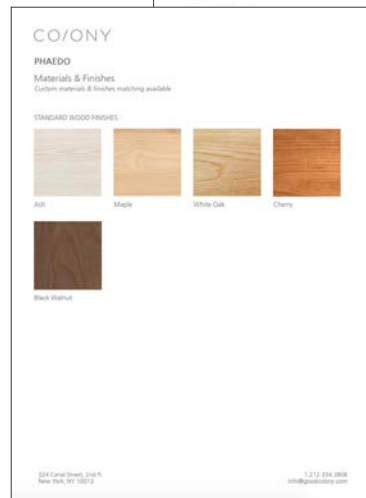


CURRICULUM: MARKETING & SALES STRATEGY

Drawing from Colony's extensive market expertise, residents will gain an understanding of their studio's relation to the market as a whole through an emphasis on design entrepreneurship.



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





CURRICULUM: EXHIBITION & PHOTOGRAPHY

Once through the bulk of collection development, the curriculum will focus on thoughtful and intentional presentation for the emerging studios.

Art direction
Photography
Display/Exhibit Planning
Final Exhibition at Colony

Forbes

Colony Launches Design Incubator Program

Amanda Lauren Contributor



ELLE DECOR



life + culture

Meet the Female Founder Incubating Design's Next Big Names

"I keep pushing. I don't sit back and say, 'I did it,'" says Jean Lin.

BY LORI KEONG PUBLISHED: APR 11, 2023

design/milk[®]

HOME FURNISHINGS

Colony Debuts a First-of-its-Kind Incubator: The Designers' Residency

04.17.23 | By Kelly Beall



PREVIOUS: PRESS COVERAGE

SURFACE



DESIGN

With a New Residency, Colony Is Nurturing Rising Design Talents

The New York collective spearheaded by Jean Lin is taking its mission to support independent designers to the next level.

BY RYAN WADDOUPS
April 06, 2023

