

# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR



1361 Amsterdam Avenue, Suite 230

New York, New York 10027

212 222-2792

[www.soharlem.org](http://www.soharlem.org)

# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR



**Mission:** To create equitable opportunities in Harlem working at the intersection of the arts and economic development.

**Vision:** Since our founding in 2011, we have harnessed creativity to improve our neighbors' lives in an historically disenfranchised community, with an unemployment rate double the national average.

SoHarlem a 501 (c) 3 public charity.



# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR

## Challenges We Address

- Racial and economic inequity in the fashion industry
- Need for affordable spaces for artists who work in the fashion industry
- A place for young people to learn and grow



**Designers' Studio, a fully equipped, compact manufacturing plant and resource for all are among the challenges we address**

1361 Amsterdam Avenue, Suite 230

New York, New York 10027

212 222-2792

[www.soharlem.org](http://www.soharlem.org)

# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR

## Strategies



Skills Based Training & Apprenticeship Programs



Mentor Emerging & Aspiring Designers



Build Local Businesses



**Serving Creative Entrepreneurs and Local Communities**



Public Engagement: Local Shopping, Events, Pop-Ups & Workshops



Made-To-Measure Sewing & Tailoring Services



Community partnerships to make the Manhattanville Factory District's public commons welcoming and inspirational

1361 Amsterdam Avenue, Suite 230

New York, New York 10027

212 222-2792

[www.soharlem.org](http://www.soharlem.org)



# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR

## Core Programs



### **Cultural Industries Incubator**

Serves experienced and emerging designers and other fashion industry artisans whose micro-enterprises were selected for incubation in the Designers' Studio.

### **Creative Economy Training Institute** teaches

under and unemployed local residents the fundamentals of sewing at no cost to them; participants are placed to work in the fashion and other related industries.

# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR

## Designers' Studio



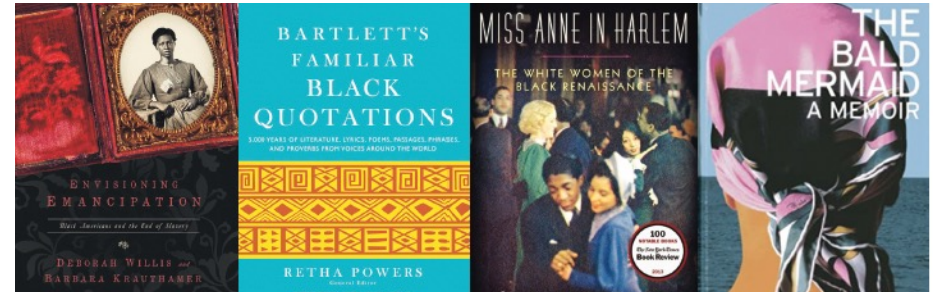
- Employs Collective members who serve as trainers, seamstresses, social media specialist, videographer and studio associate
- Provided over 4,000 hours of marketing supporting and guidance



# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR

## Public Art & Programs





# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR

**Celebrating 11 Years @Malt House, September 24, 2022**



Jo-Ani Johnson, Harlem Fashion Model Honoree

Honoree: Dapper Dan announcing awards to apprentices





## Programming/Outreach

**Creative Collective – 12 Active Members In Residence**

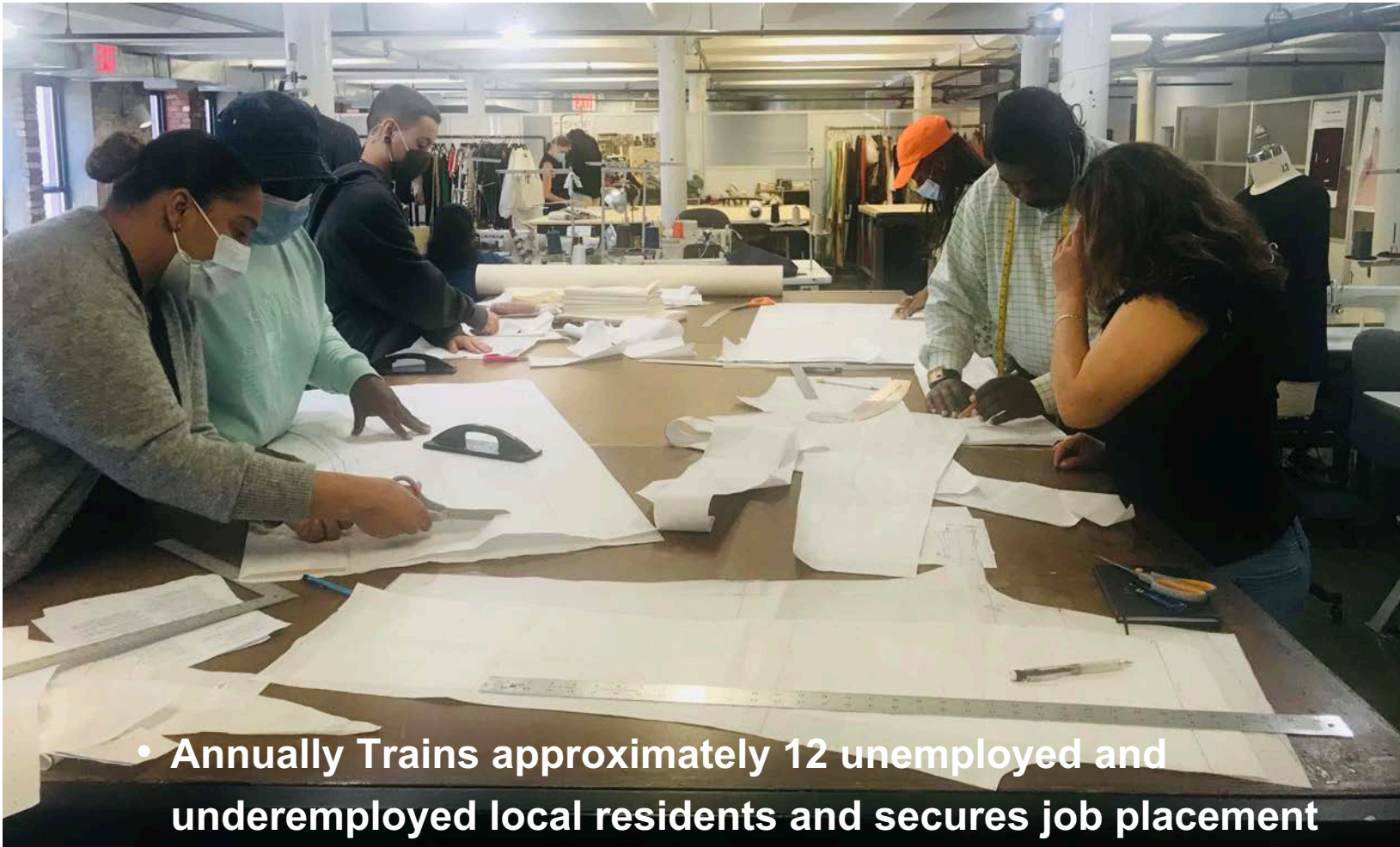
- Six Creative Entrepreneurs
- Four Designer Apprentices
- Two Artisans/Makers

- Learn to Sew three eight-week weekend course for 25 New Yorkers

**Image the Malt House which served as retail space from September through December and featured the work of 12 designers and artisans and local and attracted 500 visitors**



**Creative Economy Training Institute**



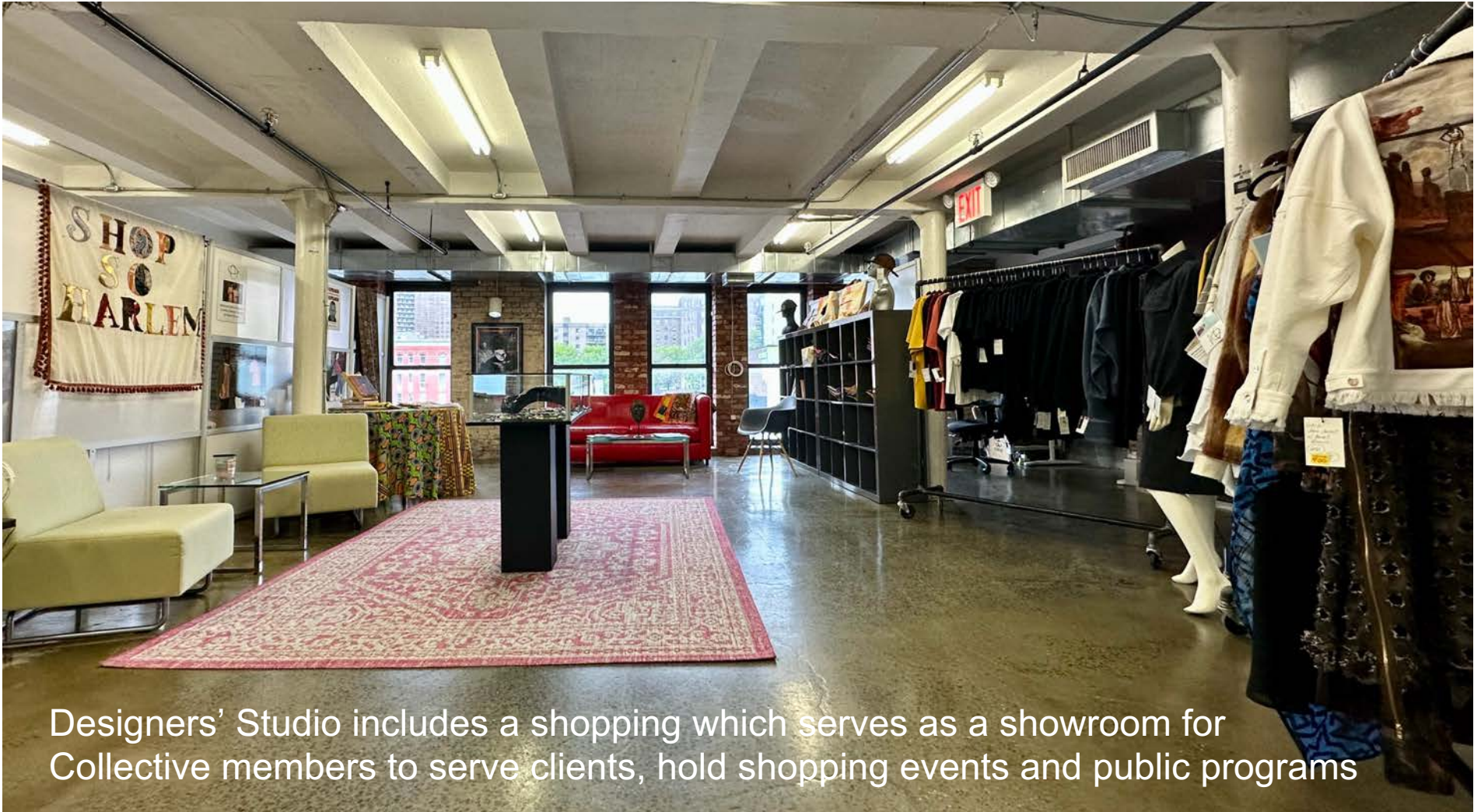
- **Annually Trains approximately 12 unemployed and underemployed local residents and secures job placement**



# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR

## Shop SoHarlem



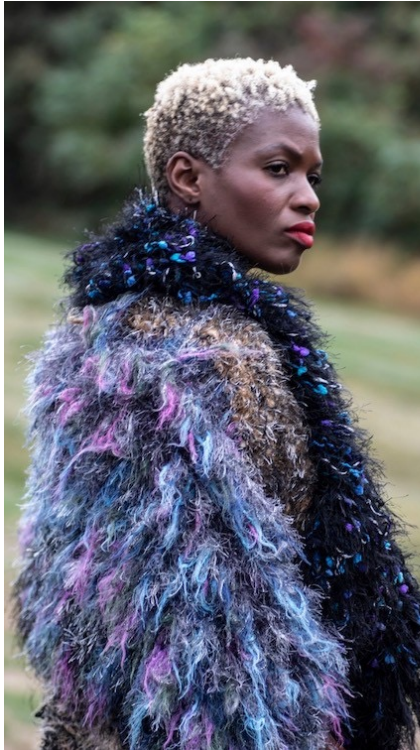
Designers' Studio includes a shopping which serves as a showroom for Collective members to serve clients, hold shopping events and public programs



# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR

## COLLECTIVE DESIGNS



1361 Amsterdam Avenue, Suite 230

New York, New York 10027

212 222-2792

[www.soharlem.org](http://www.soharlem.org)



# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR



1361 Amsterdam Avenue, Suite 230

New York, New York 10027

212 222-2792

[www.soharlem.org](http://www.soharlem.org)

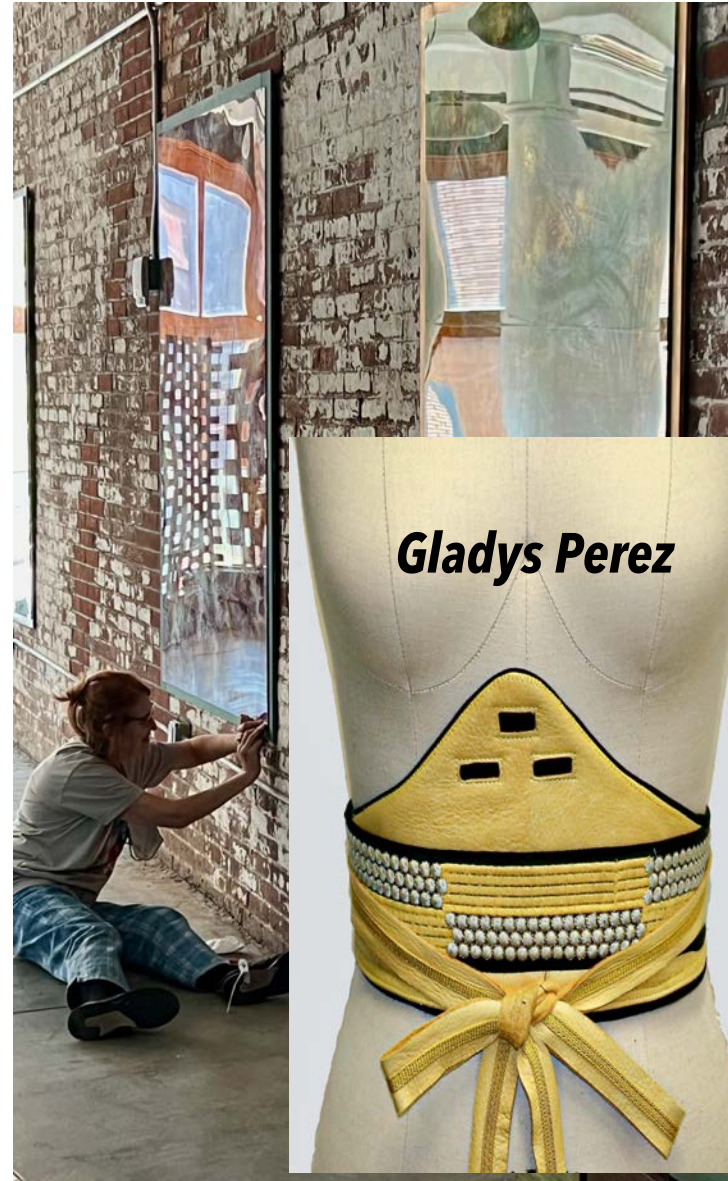


# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR



VALERIE DEAS

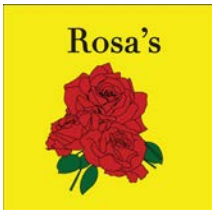


Gladys Perez



# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR





# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR



JRP  
*Creations* 

  
VOIDASYLUM®

  
TRIANGLE DESIGNS

1361 Amsterdam Avenue, Suite 230

New York, New York 10027

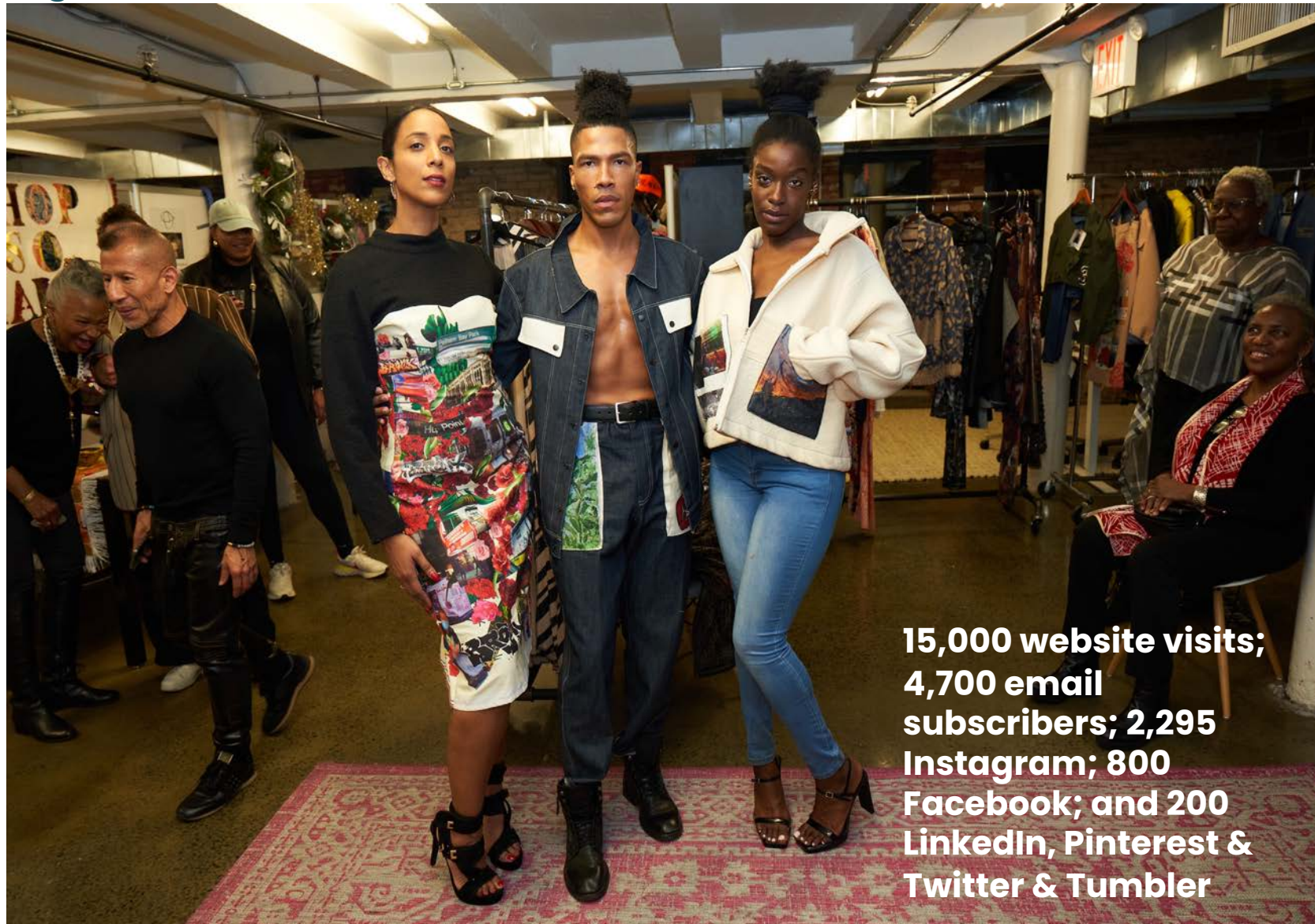
212 222-2792 [www.soharlem.org](http://www.soharlem.org)



# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR

## Digital Platforms



**15,000 website visits;  
4,700 email  
subscribers; 2,295  
Instagram; 800  
Facebook; and 200  
LinkedIn, Pinterest &  
Twitter & Tumblr**



# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR

## Communities We Serve

### West Harlem

Manhattanville  
Hamilton Heights  
Morningside Heights  
The Grant Houses  
The Broadway Houses  
Manhattanville Houses  
Saint Nicholas Houses

### El Barrio

East Harlem  
Spanish Harlem  
Clinton Houses  
East River Houses  
Robert Wagner Houses

### Central Harlem

Sugar Hill  
Hamilton Heights  
St. Nicholas Historic District  
Strivers' Row  
Astor Row  
Marcus Garvey Park  
Mount Morris Historical  
District  
Le Petit Senegal  
Polo Grounds  
Harlem River Houses

### Upper West Side (Above 96 Street)

Bloomingdale District  
Manhattan Valley  
Frederick Douglass Houses

### The South Bronx

### The Heights

Inwood  
Fort George  
Washington  
Heights  
Hudson Heights



## Impact

A survey SoHarlem confirms our success in providing program constituents with skills, resources, and confidence to achieve personal and professional growth.

*"During the pandemic SoHarlem has reached out to me to see if I was okay to also update me with information. SoHarlem also helped me by donating fabrics to me so that I can make masks to help our first responders."*

*"They've taken necessary measures to make sure none of our team members are harmed."*

*"We as a collective produced PPE in the onset of the pandemic. SoHarlem has been instrumental in raising awareness of the situation."*

*"During covid19 SoHarlem provided me the opportunity to work and make face masks."*



100%

of respondents say SoHarlem  
has helped them respond to  
the Covid-19 pandemic



## SoHarlem's response to the COVID-19 pandemic has helped constituents feel supported and informed

*"During the pandemic SoHarlem has reached out to me to see if I was okay to also update me with information. SoHarlem also helped me by donating fabrics to me so that I can make masks to help our first responders."*

*"They've taken necessary measures to make sure none of our team members are harmed."*

*"We as a collective produced PPE in the onset of the pandemic. SoHarlem has been instrumental in raising awareness of the situation."*

*"During covid19 SoHarlem provided me the opportunity to work and make face masks."*



100%

of respondents say SoHarlem has helped them respond to the Covid-19 pandemic



# SOHARLEM

A CULTURAL INDUSTRIES INCUBATOR



**Thank You**