



Soft Labor is a strategic consultancy
that works with organizations, designers,
and the culture industry at large.

WHAT DOES Soft Labor do?

We specialize in devising relationships between design, content, and editorial to build digital products that make sense for producers and users alike.

WHO IS Soft Labor?

Founding principal **Sarah Hromack-Chan** has spent twenty years as a participant-observer of the organizational mind.

She has worked with countless creative producers while devising strategies around digital media in founding leadership roles at the **Pratt Institute**, the **Whitney Museum of American Art**, and design studio **Project Projects** (now, Wkshps).

WHO IS Soft Labor?

Earlier in her career, she shaped the early-stage digital, editorial, and social strategies of publications including *Curbed SF* (now, *New York* magazine) and *Art in America*; her first website, *Forward Retreat* (1999-2008) was one in an early cohort of American art blogs. A graduate of the **California College of the Arts** (MA, visual and critical studies) and the **Maryland Institute, College of Art** (BFA art and theory), she has taught graduate students in **New York University's** Steinhardt School and at the **Rhode Island School of Design**. Her writing about art, design, and technology is published online and in print; it has also been supported by an **Andy Warhol Foundation Arts Writers Grant**. She has lectured and critiqued widely.

HOW DOES Soft Labor work?

Whether on the client or agency side, we work directly and flexibly with all project stakeholders — executive leadership and administrators, designers, technologists, and other producers — in both creative and practical ways to ensure any initiative's success.

WHAT SERVICES DOES Soft Labor offer?

Content and Design Strategy

We specialize in creative strategy with a strong emphasis on the relationship between content and design in the digital space.

Operational Strategy

We collaborate as well with board and executive leadership as we do with individual cultural producers to produce successful operational and project strategies.

Editorial Strategy

Our editorial approach is an imaginative and holistic one that also considers language visually and digitally.

WHAT SERVICES DOES Soft Labor offer?

Writing

We specialize in writing for the web with a commitment to smooth, clear, engaging language tailored to the cognitive realities of the digital space.

Verbal Identity

Our guidelines are clear, concise, and designed for ease of implementation. Most importantly, they are produced by humans — not machines.

Research

Our work is informed by both traditional and empirical research methodologies with a strong sensibility toward visual culture.

WHAT ELSE DOES Soft Labor produce?

Soft Labor produces a namesake publication about creative labor: what it is, what it looks like, and how it has and will continue to change.

Soft Labor (the publication) concerns itself with ideas, feelings, politics, and social and cultural propositions, but it focuses most closely on how to sharpen these aspects of being a person into functional strategies and tactics for deployment in the working world, where sometimes “being a person” seems like the hardest part of the job.

WHO ARE Soft Labor's clients?

Cooper Hewitt, Smithsonian Design Museum

content and editorial strategy for *Making Home: Smithsonian Design Triennial* digital platform

Yale School of Art with Other Means

digital content and design strategy; verbal identity and writing

The Joselyn Museum with András Szántó LLC

digital strategy and strategic planning

Hyundai Artlab with Digital Counsel

digital editorial strategy

Related Tactics

operational and digital strategy

HOW CAN I CONTACT Soft Labor?

New business inquiries may be directed
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softlabor.biz