

## **Internship report**

### Preparation

(organisation and application to the studio)

### Internship in Amsterdam, 2015

For my application to the studio XXX, I created a portfolio specifically tailored to the aesthetics and style of the studio. I took a professionalisation course for this in the summer semester of 2013 in which we could put our own work into a suitable form. I also took a professionalisation course this semester in which we linguistically determined and documented CVs, statements and, in general, our design position.

The portfolio is completely reduced to image material and was produced as an analogue magazine. Due to the studio's wide range of materials in its collections, I attached great importance to the workmanship and choice of materials; the application letter, for example, was printed on wood veneer paper and the accompanying letter was handwritten.

I proactively applied for an internship from January 2014 to the end of March 2014 and mailed the analogue portfolio to Amsterdam in October 2013. About six weeks later XXX replied that she was unfortunately expecting her first child at that time, but would be happy to offer me an internship afterwards. In email contact we agreed to schedule the internship from October 2014 to the end of December 2014.

To procure suitable financing for the internship abroad, I applied for funding from the Bremer Studienfonds e.V. with my project. In February 2014 I received an acceptance. I also tried to get ERASMUS funding.

For personal reasons, XXX had to postpone the internship again for another 3 months. I filled out the ERASMUS forms again and sent them scanned by email and received them back by email, completed and signed.

### Accommodation

I found my accommodation with the help of XXX, who looked up possible apartments through friends and acquaintances. I got to know possible roommates via Skype and decided on a cheaper room in Amsterdam-Bijlmer, which still cost €510 a month.

From there the studio could actually only be reached by metro and tram.

### Internship

I completed a three-month internship at Studio XXX. The studio is a fashion label that develops two women's collections as well as artistic sculptures and creatures per year and then sells them wholesale and on commission in eight stores in the Netherlands and via two online stores.

In the studio, the designer XXX mostly works alone and is occasionally supported by an intern; she shares her studio with the English copywriter XXX. The language in the studio was English, only occasionally Dutch in customer contact.

When I started my internship in January, they were in the middle of creating the new fall/winter collection 2015/16. Due to the personal time off and the resulting lack of time, the collection was a remake of the bestsellers of the last few years. After XXX chose the fabric, I sewed all the test pieces for production in the following weeks and worked out some changes for the patterns. I then prepared these for production in Poland.

We then began planning the spring/summer 2016 collection. We researched together and developed the first mood boards in discussions. Then my task was to develop an initial creature that would be used as inspiration for the wearable collection. To do this, I developed techniques, looked for materials and carried out material experiments. I then developed some knitting patterns for the collection.

In addition to the work on the new collection, there were also orders for the previous spring/summer collection 2015, which came from production. I had to sort and check the parts and then pack them and send them to the shops.

Through this work I gained an insight into the administrative work of the label and how such a small studio has to be structured so that it runs smoothly. But also how important personal contacts with business owners are.

We always spent our lunch breaks together. We took turns preparing lunch on site and XXX covered the costs. At lunch one could bring up normal topics but also ask XXX questions about design and her career. It was a very nice and friendly atmosphere. In normal everyday working life, these conversations were also part of the job.

#### Everyday life and time off

My working hours at XXX were from 10 a.m. to 5:30 p.m. Monday to Wednesday and Friday. On some Thursdays I also completed small tasks. If XXX could not come to the studio due to the needs of her daughter, she would give me work assignments for the day by email or phone.

After work, I often went into town or worked on my own collection. At the weekend I often had friends or family visiting, with whom I went to see tourist sites in Amsterdam but also enjoyed normal life.

You don't have to miss out on any of the cultural offerings. There are countless interesting museums where entrance fees are normal for a large city. As a student, you can also get discounted tickets to the theatre, the opera and ballet, as well as the museums, but you will need an international student ID card.

Of course, you also have to enjoy the gastronomic diversity that Amsterdam has to offer. There are delicacies to enjoy from almost every country and every culture at a variety of prices.

#### Conclusion

Looking back, my stay in Amsterdam was almost perfect. During the internship my own design performance was very high and I really enjoyed the joint research and development of the

collection. One also got an insight into the realities of the industry. How does a designer work, what are the difficulties and problems with a small label, what administrative processes exist in addition to design. I was very pleased with how open XXX was to me and my ideas and how craftsmanlike the work was in their studio.