

I was presented with the idea of an exchange trip during my 5th semester at kea by Andreas Berger. Before the presentation I had no idea that I would want to go on exchange. But after hearing about the program, it thought “shit, that sounds fun”. And I got the spot. From the different locations in Holland, Amsterdam seemed like the



right choice for me. Since it was more on a whim, I wanted to go on exchange. I wanted to stay inside the EU. After a talk with my buddy, he told me that the Dutch are like Danes from another dimension. Tall and a bit odd, so Amsterdam it was for me.

After I found where I wanted to go, I had to figure out what to do. I got to options and my choice from the pamphlets was a minor called: the art of making. It seemed like something I would like and could help me further in my education here at home. The minor is a course about design and production. Its form the starting steps of the idea to a product comes out in the consumers hands.

In the minor we went in depth into different production methods and design for those production methods. Two of the main production methods we worked with were injection molding and metal casting and using the strengths of the method and design around the weaknesses.



A lot of the things I got thought of were things I was familiar with or had worked with but not in the same detail or depth. One of the best examples in the first couple of weeks was seeing how important a mood board can

be. From home a mood board was just a collection of images of inspiration but after a week of only working with boards I learned how important and useful it is.

The minor: the art of making was rewarding in the way it was more focused on the design of a product and only a bit on production. In the semester I went through many different design scenarios like: design a cheap product that would work as a free promotional gift, redesign a white label product in the design language of an existing item and design a product that competes in a luxury category. Although the task was all product design, they were very different in the context of the task.



Although the minor was mainly design focused it was also a production and materials minor. Design for different production methods and choosing the right design method was a key feature of my semester.

The minor was led by our teacher frank. Frank was an odd teacher mend in the best ways. Although he felt a bit brash sometimes, there was always a “I know you can do better” in his words. A man full of knowledge ready to be shared. Frank has a natural way of not usable but shitty feedback. I sometimes disagreed with him on his feedback method and sometimes with the feedback itself it still stuck in my head. I once looked back on a project presentation after some “feedback” thinking “he is totally wrong but there is something that makes this not up to par. And the personal guidance was good.

Being a bit flexible and knowing that homework sucks on the weekend he gave us many liberties on how we got to the Friday presentation, if the progress was made since and he could see we put in hours working on the project and we accomplished the task at hand it was fine. On the Dutch grade system, I would give frank a solid 5,7. Great teaching, gives usable but Shitty feedback.

When I wasn't at school or at home, I would walk around Amsterdam. As a Dane I'm used to the awful weather although the wind was a bit too much. Looking at the old Dutch buildings, drinking a beer with my classmates at one of the many of the nice breweries or having a picnic in the park when the weather became a bit nicer. With recommendations from my classmates and google I made a list of all the things I wanted to see and try in Amsterdam



Some were just touristy things, and some were the things that the Dutch culture had to offer like eating a burger from a wall as if it were from a vending machine. Or eating cheese with everything. One of the biggest challenges was to find a good place to get a good cup of coffee or find a place that used spices in their food. After living there for six months I can conclude that the Dutch sold all the spice in the country under the Dutch east-India trading company and simply didn't save any for themselves.

Holland is a bit cheaper than Denmark but there are a lot of fantastic things to do and see. And all of them cost money out more often than not it's money well spent. Eat home and drinking out is the best use of money.



The Dutch are a nice warm people when you get to know them or when you buy them a beer. And they have some crazy hobbies like racing or flying a glider plane so make some friends that have cool hobbies and go fly in a rigidity small plane, its fun but remember sunscreen.

And I can't wait to get back to the flattest county in Europe.

