



## FLOOR WOLVEN

— VORMGEVER PRODUCTPRESENTATIE

INTERNSHIP ID INTERIOR DESIGN  
CIBAP, ZWOLLE  
RP401A PERIOD 2

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Where ideas become  
reality

— ID INTERIOR DESIGN

My name is Floor Wolven and I am a 4th year student of the educational school, Cibap in The Netherlands, Zwolle. On 6 February 2017 I went on an adventures internship to the company iD interior Design in Italy, Bolzano for 5 months. In this internship report you get to read my experience at the company iD interior Design. You will find information about the company, like what kind of company it is, where it is located and what services they provide. You will also read the process within the company, how do they handle a project and how do they come in? Next to this information you will also read how I've experienced my abroad time through my learning objectives, a project description which I've written from A through Z and my reflection on the last 5 months. But that's not all the information you will get. You will also read my experience outside my internship. This part has had a major influence on how I did my internship at iD interior Design. Have you become curious about how I took this adventure in advantage and how I've experienced it? Then take your time and get to read this report and maybe you will get inspired!





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# The company

The name of the internship company is iD interior Design. iD stands for idea and their slogan is, iD interior Design where ideas become reality. They create interior and architectural designs for hotels. These designs will also be realised through their own sewing workshop they actually deliver and realise the created plan. The company is located in South Tyrol. It is a small family business with large projects. The company consists of 6 people. Kuno is my internship supervisor, he takes care of the customers. Barbara is the sister of Kuno. She is the one that goes to the client and discuss their problems and the possible ideas. She also makes the material plans and ensures that the design goes well. Stefano takes care of the design on Auto and Palette CAD. He creates his designs under the supervision of Kuno and Barbara. Next to Stefano you have Patrick, he is the secretary of the company. He answers telephone calls and sends emails. He also takes care of the accountancy. In the sewing workshop you will find Patricia. She makes curtains, cushions and the upholstery of furniture. She will do this together with Marlene. Marlene is this mother of Kuno and Barbara.

RENDER HOTEL ERIKA





iD interior Design provides designs and realisations of hotels. They get orders from hotel owners to create a new design for their hotel or for a certain part of their hotel. iD interior Design will go into a meeting with the hotel owner after the placed order. In this meeting the main goal is to get more information about the measurements, requirements and budget. This phase is mainly carried out by the two main owners of the company, Kuno and Barbara. After this meeting the process of design begins. Stefano primarily designs interiors and exteriors. Together with Barbara he searches for the best solution. Stefano makes the designs in Auto CAD. This is a program where you can draw the exact dimensions of a space. In this program you can also easily slide walls, bathroom furniture and other necessary things. When the layout of a certain space has been approved by Barbara and meets the requirements of the hotel, they will continue to work on the material plan. In the building, they have a large room with all kinds of materials, like fabrics, wood, carpet, grass mats and some furniture. Barbara is often the person who creates the material plan. Occasionally she gets help of Stefano or from some interns. There are also times when the customer comes along to discuss the preferable and proper materials with Kuno or Barbara. When the materials are selected, they are photographed and Photo shopped if necessary. These pictures will then be placed in the material plan. In the material plan you can see were certain material go and what the function of these materials are. At the same time Stefano makes a render in the program Palette CAD. This is easy and fast because it is linked with the previously used program Auto CAD. In the rendering you can see the realistic final design of the certain space. The rendering can be made in a few different ways. For example, the program can render imagines which can be easily added in to the design plan. Also, there can be made a 360-degree movie. With the overall design plan (layout, material plan and render) and the 360-degree movie on the iPad, Barbara goes back to the customer to give a presentation about the design plan. It is possible that the client immediately agrees with the design plan. But it can also happen that there are still some adjustments to be made. In the last case, the materials will be adjusted and

Stefano will produce another render. When the design plan is approved by the customer, the realisation of the products can begin. iD interior Design has its own sewing workshop. In this sewing workshop, Patricia and Marlene make pillows, curtains and upholstery for the furniture. They do this with the chosen materials what we have here. The chosen furniture will be ordered in the right colours and numbers. On the day of realization, the fabrics and furniture will be delivered. On this day the newly designed space will also be styled in the right way. This is done by Barbara, some hired men and interns (The last case is not always required.) When a project is finished, Patrick ensures the accounting. He also takes care of the incoming calls. For example, new costumers. And so the story begins again from scratch.

The most important aspects in order to deliver a design are:

- Getting an order from a customer
- Meeting with the customer about requirements, budget and measurements.
- Design in Auto CAD
- Material plan
- Design in Palette CAD with rendering
- Total design (Design plan)
- Presentation for the customer
- Realizing the upholstery
- The day of realization
- Accounting



# Introduction

What were my expectations of iD interior Design?

Just before I started my internship my expectations were not that high. Of course I knew that living abroad for five months would take a lot of my energy because of all the new things I would see and learn. But for the company itself, I had no great expectations. Through mail contact with iD interior Design I was aware of the work I would do. For example, I knew that I would create interior and exterior plans on a computer program. I was told that I could make material plans for the hotels. I've expected that I would make these without a computer. With real fabrics, materials and mood boards. Just like you used to learn at school. I also was told that I was going to take pictures in the photo studio for their website. To style and take pictures I had already learned at school and at my first internship so the expectations weren't that high. In addition, I was told that I was going to meet clients. So I would experience the whole process of iD interior Design. All of this sounded very creative and nice. I did not expect to come here into an office setting but in a creative company.

STYLING FOR XENJA PROJECT





ID interior Design developed a new brand, Xenja. Xenja stands for connection which you can see clearly in the logo. The logo is based on connected X's. Xenja is going to work together with Südtirol. Together they are going to sell beach, bath towels and dry bags through the new web-shop of Xenja. To promote the sales there has to be made professional photos for their web-shop. Also, there has to be created a design for the dry bags and an order form. In collaboration with Kuno and Sandra (co-intern) we will get started with this. The design of the dry bags is in cooperation with Sandra and the order form and photos I have consulted with Kuno.

The Xenja target group is both men and women who like to lay on the beach or swimming pool with a towel. When their done they can safely store the towel in the dry bag. But, the target group is not only the regular consumer. We also have the companies such as hotels. These hotels can order sauna towels, hand towels for the shower, towels and bidet towels which they can use in their hotel.

At the end of this project I need to deliver fourteen photos of four different beach towels. These photos include a product photo and detail photos. I also need to deliver fifteen photos of three different bath towels. These include a product photo, detail photos, an overall photo and a styling photo. These pictures must be delivered in the correct color, sharpness and size. The dimensions for the photos are 1024 x 768, 1024 x 426 and 1920 x 559 pixels. In addition to the towels there are also dry bags. The dry bags come in four different colors, red, yellow, black and white. Each dry bag has the same design designed by Sandra and me. The design must have something to do with the Xenja logo.

At the end, there are four dry bags with each a Xenja design. All these products are not only sold through the web-shop but also through an order form. The order form I will design with Kuno. In the order form I have to think about professional photos, text in Italian, German and English and the design.

## Xenja project

Deliver:

- fourteen photos of beach towels
- fifteen photos of towels
- four designs dry bag
- two order forms

Phase 1 – Consultation and design.

In the first weeks of my internship period we had a meeting to discuss the wishes of Xenja with Kuno and Barbara. After this we went to search the internet for web-shops which are also selling towels. Think of Wehkamp.nl. Due my internship experience at Wehkamps.nl, I already knew some of the best ways to style a towel. But to photograph a towel and his texture? That was something new for me. Before we started to photograph the towels, we were given the task to create a design for the dry bags. We received the dimensions and the logo of Xenja. After this we were able to get started on Illustrator and Indesign. The design had to be black and had to go all-around the drybag. This means that the beginning and the end of the design must be connected to each other. After a number of designs, Sandra could finally create the official design and sent it to the suppliers who are making the dry bags.



## Phase 2 – Photographing.

Together with my co-interns I went to the photo studio to photograph the towels. We decided to make the product and styling photos at the beginning because these photos will take most of the time. Unfortunately, the first time in the photo studio was not a success. The pictures were overexposed, blurred and the colors were wrong. The second time in the photo studio, Kuno decided to explain something more about the camera. For example, we got a tripod and more explanation about the camera settings and photo studio. Something I've learned is that if you use 1.6 for the closing time, then you need 11 for the aperture and 200 for the ISO. We also got explanation of the setting of the flashes. If you are going to make styling photos you need light from both sides and from above. The background you choose is also important. You need to choose grey instead of white so you can easily edit the photos on Photoshop. The third time I went alone to the photo studio to make some detail photos. All of the photos have been posted on the Xenja websites with the necessary information, such as name, weight, size, material and price. After consulting with Kuno, we decided to remake all the photos due the blurriness and the flash in the towels. The weeks around April and May I have been making photos of the towels again. Every time I went to the photo studio I saw improvement in my photos. They became sharper, the colors of the photos remained correct. Also photographing the pictures went a lot faster. One day I went outside with a co-intern to make styling photos of the beach towels. First we searched three locations around Bolzano. From there we chose a location to photograph in the afternoon. This was by the river in Bolzano. You saw the water, the city and the mountains. We had to photograph and style the towels in a way you could still see the area around the towel. This was important because you had to see the area Südtirol because of the brand Südtirol on the towels. After taking the photos of each design we tried to edit the photos in Photoshop. I removed the background of the product photos and I corrected the size of the photo. After all the edits, the photos could be posted on the Xenja web-shop

## Phase 3 – Order form.

The towels and the dry bags are not only sold through the web-shop but also through an order form. I had to design and create the order form. Together with Kuno, I made some sketches. Together we came across a simple but compact layout, where all the products and information could all fit on one A4. After some consultation and adjustments about the size, fonts and language (there were three different languages on the order form, English, German and Italian) I went to the photo studio again. The reason behind this was that the colors of the photos on the order form did not match with each other. I would pay more attention to the colors, the white balance and the angle of invasion is the angle of failure. This was especially necessary for the white towel. There I had to create a shadow to let the letters on the towel pop up. But the shadow could make the towel to grey. After photographing and editing the last pictures, I placed them in the order form. I only had to take care of a few small details such as the address and the addition of the logo. After this I made a PDF and sent it to Kuno so that he can pass it through to potential consumers.





#### Phase 4 – End.

Now all the photos were checked and approved. I could finally send them to Xenja's web designer, Aaron. I have been in contact with Aaron for the last three months in which I worked on the design and photography of the towels and dry bags. Aaron came to the office in phase 1 to give me information about managing the website. He explained what the size of the photos should be to be watched on smartphone and computer. The latest actions for the design and photographing of the towels and dry bags are performed at 10.05.'17. After that, I kept in touch with Aaron and managed to manage the website. This involves processing information and stock.

#### Accompaniment

In this project, I did not have the opportunity to guide people. However, I have helped people with my vision of styling and graphic design. For example, my co-intern Sandra is an interior student. She has no sense of styling and what is all about it. I helped her in phase 2 from time to time and I gave her some tips and tricks. I have also worked with my other co-intern Daphne. Because we both were styling students, we could learn from each other by sharing our different experiences in the past internship periods.

#### Reflection.

This project did not go without a struggle. For example, I have been in the photo studio many times to photograph the photos again and again. I had trouble making product photos. At school I learned how a camera works and what the best settings are in different circumstances but to photograph in "real life" was difficult. I had to think about the flashes in the photo studio and the different colors of the towels. I would have liked to receive more help from Kuno along the way. But this was difficult in terms of the stir. The Italian culture is different from the Dutch working sphere, which makes it difficult to indicate problems immediately. Fortunately, Kuno gave me good feedback about what I could do better and where I had to pay attention to. Around the beginning of May I did not feel like to go back to the photo studio and photograph the towels again. Because I had the feeling there was no end. Fortunately, the design of the dry bags and the order form went well. And in the end, I look

back on a good project in which I had enough freedom to expose my ideas. I also achieved my learning goal with this project. I can make good / professional photos of the products they need for the website. The feedback of this learning goal is being explained in the reflection of the learning objectives.

#### Feedback Company.

Barbara told me that she liked the photos and that she gave me her compliments.



XENJA BATH AND BEACH TOWELS

XENJA BEACH TOWELS



XENJA DRY BAGS



XENJA BATH TOWELS



# Reflection

As I told in the beginning of this report, I had a normal expectation. I thought that I would work a lot with my hands. But this was not the case. I had to work in an office where you make plans through the CAD software. This way you first take care of a plan of the interior and then after that you go to the material warehouse to choose fabrics, floors and curtains. Being in the material warehouse is the only part where you can work with your hands. After the warehouse, you will make a material plan on the computer and then later work it out in the CAD software. Fortunately, Kuno and Barbara understood that I am a styling student and that I like to work with my hands. They gave me the opportunity to enter the photo studio. So that I still can work on my styling and photography. My fellow colleagues Stefano and Patrick are really kind and help me if there are any problems. This also applies to problems from outside. I had problems with my apartment after Daphne went home in the 10th week. Within a week I had a new apartment with thanks to Kuno and Patrick. They also check up on me every week whether everything is going well or not. They have a great responsibility feeling which is nice if you live abroad. Nevertheless, I think next time they should hire less interns. For example, there have been 5 interns, with only 6 people working here. Were only three of them can guide us. These are Kuno, Barbara and Stefano. The problem with this is that they often do not have time to answer our questions. You have to mail them which causes confusion and delays. I think that iD interior Design does their job very well for hotels. They make alternate plans and can almost make anything. This makes them unique and fun for an interior student to do an internship here.

## My behavior, motivation

The first ten weeks were a bit heavy for me. I still had to get used to the Italians way of business and especially the way at iD interior Design. In the Netherlands you are very directly so you notify if you would like to do something else or if there is another solution. But in Italy you have to bring that message more careful. In the first few weeks I did not feel at home, so my motivation went downhill. Daphne and I were compared a lot what eventually ended at Daphne's departure.

I was also sent home but afterwards I could get a second chance. Two weeks after this conversation everything went better. I felt more at home in the company. I also knew the best way to handle things with Kuno and Barbara. Also, I got more work and I was more appreciated. As I have already mentioned in the point reflection on the company, communication is different. Kuno and Barbara are often busy or away. This requires asking your questions through email. This sounds easier, but it also causes confusion. In the first 10 weeks, I got the feedback that I should show more of my work and the stages of my work. I've picked this up in the last 10 weeks. Almost at every stage of a project I asked what they think of my work and what I could do to make things better. Sometimes I still have trouble with this because I like to work till it is finished but I see progress.



What went well, what went wrong?

In general, I learned what I expected. This is partly because of what Kuno has described in the Annex I Grand Agreement. But I was expecting to learn more about their way of presenting and creating mood boards. How do they come up with a certain idea? What are their inspiration points? I also learned things I did not expect, like building a new hotel. You have to keep in mind a lot of things like, different thicknesses of walls, amount of space between toilet and bidet etc. But also how to indicate the ground where a wall has to come and out which materials a wall exists.

There are of course also positive and negative points in my internship period. I really liked to work on the project, Hotel LÜCH da PCËI. In this project I got the opportunity to put my own handwriting on the project by choosing the materials and then work it out in a render and a Palette Move. After I finished the plan, I had to present it to the customer. The customer had some changes in my plan but that wasn't a problem. After all, the customer is "the boss" and so I could make another render according to their wishes. At the beginning of the period, I also designed a hotel room for iD interior Design's own hotel together with Daphne. Kuno and Barbara were very excited about the plan and now the plan is being created in real life. My idea has even appeared a few times after that in other hotels. Any compliment I received was a plus point. Also, I was often told that I behaved very professionally and that they were happy with certain activities. In the first week, they were so pleased with us that they wrote Cibap a mail to recommend us.

But there were also some negatives points but not everything was about my internship company. There were also disturbances from the outside that make my internship difficult. For example, the biggest disadvantage of my internship was the conversation where Daphne and I were told we had to stop and go home. In the end they came back to me to tell me I could go on. But the two weeks after that have been heavy. Daphne went away and our adventure we started together was over. I did not feel at

home anymore but fortunately that feeling quickly disappeared.

Another negative point was that I had to make the photos in the photo studio again and again. At some point I did not enjoy it anymore because it took too long. But this didn't stopped me and I went through with the assignment until it was finished. When I was finished and they gave me feedback I had a good feeling about his project. Another little negative point was the hassle with the apartment. After Daphne left, I could not pay for the apartment anymore, so iD interior Design quickly arranged a new apartment for me (plus point). But the owner of the old apartment has caused some problems. In the end everything went well but this caused a less enjoyable experience for me.

Reflection of my work

I am a styling student which causes that I don't know a lot about the education or work interior design. Through this internship period, I learned more about the work you do in this sector. I also found out that interior design is not my kind of work or education. I like to work with my hands or to do a lot of different things but as an interior designer you are almost always behind the computer. However, I think it is good that I gave experience in hotel contracting. I can always use this experience later in my work as an all-round stylist. I could give advice about Visual Merchandising with the CAD programs. I also learnt more about photography. I now understand better how to take photos in a photo studio. I can also use this experience with my own projects. But of course there is still room for improvement. I think I can learn more about interior design and photography. I'm not a professional yet. By practicing a lot, I might get better at this work. If I really want to be a professional I think it's better if I choose an education in this direction. But personally I think I'm fine were I am now. I am pleased with my education as a designer in product presentation. This experience was fun and mostly educational because it was abroad but I do not need to go further in this education.



RENDER LUCH DA PCEI









# Learning objectives

## Learning goal 1

I know how to work out a concept and to prepare a plan and eventually create them with my own handwriting/brand

### Specific:

I can work out a concept and prepare a plan, while I meet the requirements of iD interior Design and the client on that moment. I also know what the right tools/techniques and programs are to succeed a concept.

### Measurable:

At the end of my internship in June, I've made a few concepts and plans which I can prove through photos and documents. I also want to have a work meeting with Kuno or Barbara to hear their opinion about my progress.

### Acceptable:

The learning goal is acceptable, Kuno wrote in the Annex I Learning Agreement that this is one of the first things I would learn in the detailed program of the training period. Also iD interior Design is a company that makes concepts and plans for resorts and hotels. So this is the place to be and to succeed this learning goal.

### Realistic:

This learning goal is realistic. I know how to work out a concept and plan, maybe I will not be good at it but I do know the rules and the specifications at the end of the internship.

Time bound: 5 months. After 2,5 months I know which tools to use but I can still work on my own handwriting/brand.

### Worked on:

The LÜCH da PCËI hotel where I made a material plan and six renders with my own handwriting. I also worked on this learning goal while I made the seasonal workers apartment, the restaurant of hotel Erika, disabled rooms and the hotel of iD interior Design. With this project I also made a plan on the CAD program with my own handwriting.

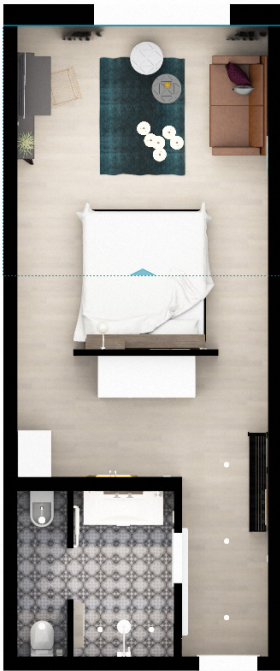
### Learning goal achieved:

Yes, this learning goal is achieved. I have proof of the projects I did which are shown down below this learning goal. I know a big part of the requirements which iD interior Design uses and I did a few things with my own ideas and opinions. Kuno and Barbara told me that the projects I did were good, sometimes they told me: 'My compliments of how you made that'. So I think that sums up my achievement. Of course, there is room for improvement but I think I managed it pretty good.



RENDER LUCH DA PCEI  
VERSION 1 SELF CHOOSEN MATERIALS  
VERSION 2 CHOOSEN BY THE CLIENT





HOTEL ID IDEAS





## Learning goal 2 – Personal

My English and the language of the country I live in on the moment I do my internship is improved.

### Specific:

My English and the language of the country I live in on the moment I do my internship is improved. So I can answer the phone properly at iD interior Design and contacting their suppliers and ask them for new products, price-lists and conditions. Next to that I can live on my own in Italy, Bolzano without any problems.

### Measurable:

At the beginning of the internship I have to make a language test which will show the begin results. After my internship I will do this test again and you can see if the results are improved. Also my phone calls to suppliers will improve, day by day.

### Acceptable:

The learning goal is acceptable. Through Erasmus+ and iD interior Design I get language lessons. I can choose between, German and Italian. Next to that the whole 5 months I live in a foreign country so I have no choice then just go with it and try to solve my problems in a different language.

### Realistic:

This learning goals is realistic. I have enough time to improve my knowledge of the language. Also I get language lessons. So I know for sure that I will know a lot more of the chosen language at the end of my internship then at the beginning.

### Time bound:

The whole internship I will work on this learning goal because only after my internship I can do the language test which will show if I improved my language or not.

### Worked on:

The Italian language course 4 hours a week from 10th of April till the 12th of June. I also worked on my German with the online language course of Erasmus+. Everywhere I would go I spoke English or a little bit German.

### Learning goal achieved:

I achieved to improve my English. I talk a lot faster and easier. Some German words I picked up at iD interior Design. I sense that I can hear, read and understand German pretty good. Only the talking is a bit difficult. A lot of times I didn't had the time to work on the online language course because I was too busy with the Italian language course and my internship. So I think I could improve with that. Because the Italian course started late in the internship period I think I learned less. If the language course had started in the beginning of the period I could use it at my internship. Now I can't because I went home. The language lessons were handy but difficult. I had to speak Italian, German, English and sometimes a bit Dutch which was really confusing.

### Learning goal 3

I know how to shape and style living rooms.

#### Specific:

I know how to style and shape living rooms while I stick to the requirements of iD interior Design. This concludes working out a concept with the right products and measurements.

#### Measurable:

The first few months I already know how to shape and style living rooms while I stick to the requirements of iD interior Design. Throughout my internship until June I improve my skills in styling and shaping. You can see the improvement by the photo's I make and the meeting with Kuno.

#### Acceptable:

This learning goal is acceptable. iD interior Design is the place to learn how to style and shape living rooms. Because I am in my exam year as a styling student I will quickly understand the rules of styling and shaping at iD interior Design.

#### Realistic:

This learning goal is realistic because iD interior Design is a well-known company in creating and styling rooms.

#### Time bound:

In the first two months I know the requirements and after my internship I've improved my skills in styling and shaping.

#### Worked on:

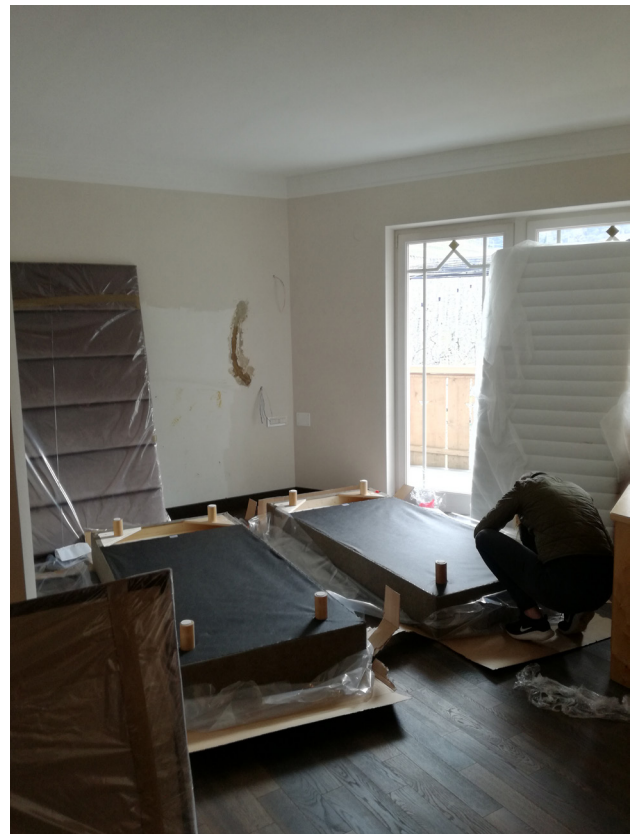
At Hotel Burggräflerhof I could style living rooms. I had to hang the curtains in a special way and I had to place the furniture on the right place. I also went to hotel Lüch da Pcëi where I could check the rooms if everything went all right and I went to hotel Erica were I could help to place the furniture in the rooms.

#### Learning goal achieved:

I didn't achieve this learning goal. At iD interior Design you work a lot in the office and you don't go out and shape and style rooms. You only furnish them when the hotel has to go open within two weeks. I thought I would learn more about how you finish and deliver a room. I was also supposed to make pictures of the hotels. Then I had to style a bit of the room to get good photos this did happen but I didn't got help when I asked for it so the photos didn't succeed.

# Burggräflerhof & Erica

ID INTERIOR DESIGN



BEING BUSY WITH ASSEMBLE THE FURNITURE





#### Learning goal 4

I can work with the basics of the CAD software also for preparing plans or calculating surfaces and quantities.

##### Specific:

I know how to use the basics of the CAD software also for preparing plans or calculating surfaces and quantities.

##### Measurable:

I can make a basic plan and calculate with the CAD software. To measure this I will make photos and save the file. I will ask colleagues to learn me more about the basics and I will regularly ask my colleagues questions.

##### Acceptable:

This learning goal is acceptable because iD interior Design works with the CAD software. If I want to know how iD interior Design work I need to know what programs they use and how they work. For creating a plan I need to know the basics of the CAD software. This learning goal is discussed with Kuno in the learning agreement.

##### Realistic:

This is realistic because iD interior Design works with the CAD software a lot in their plans.

##### Time bound:

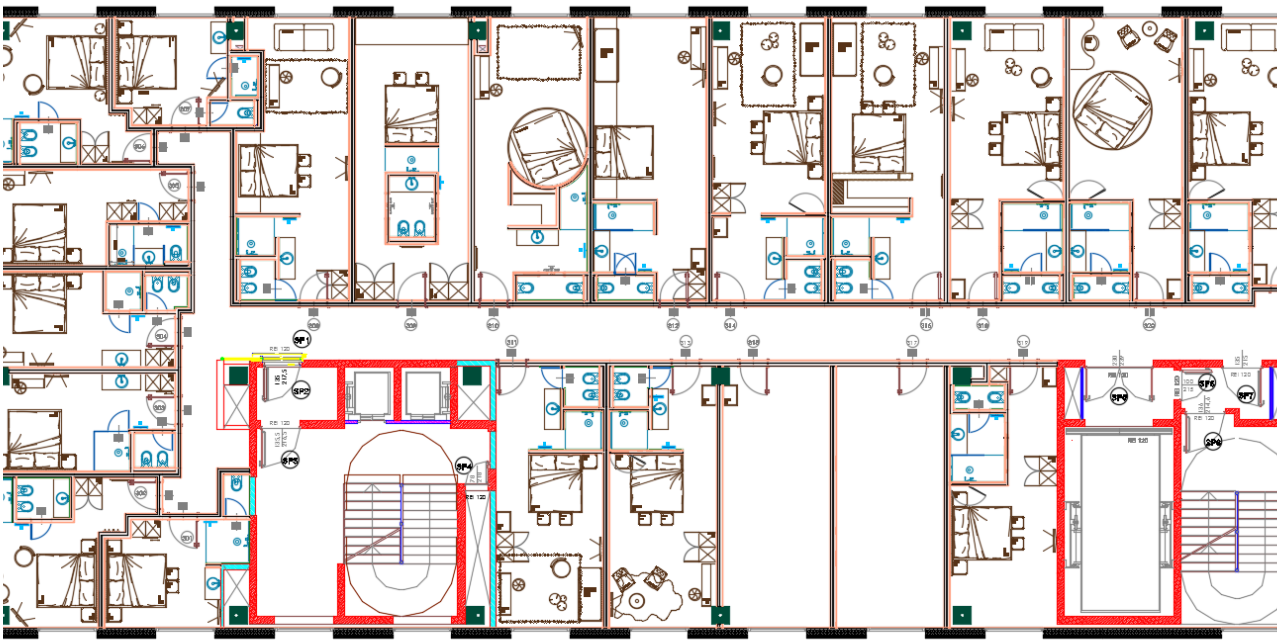
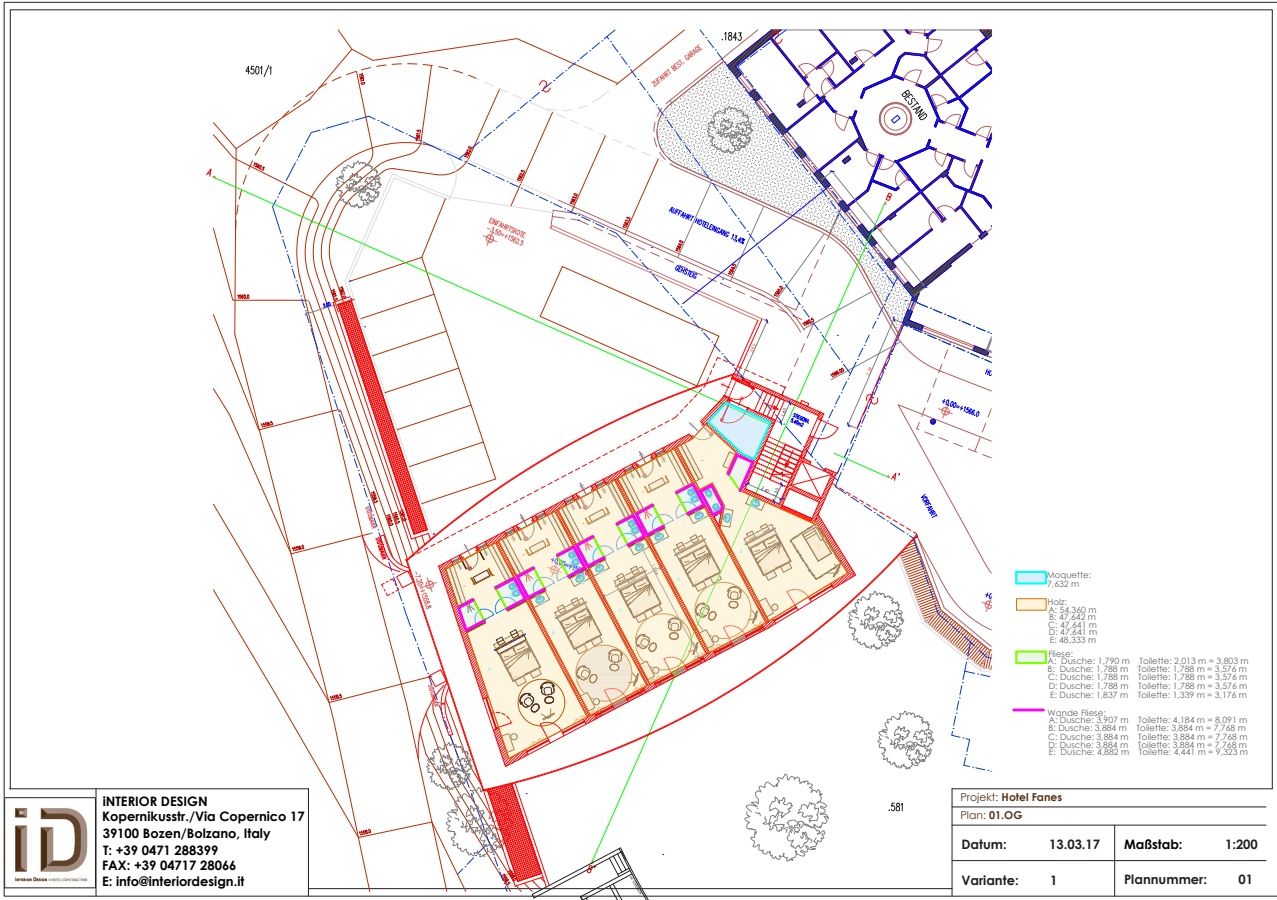
I want to succeed this learning goal in April. So I can improve the basic skills and there is enough time to learn how the program works. I have chosen this time because it is not always possible to work with the CAD software.

##### Worked on:

Hotel Erika the restaurant, Lùch da Pcëi rooms, Seasonal workers apartment, hotel Fanes rooms and the hotel of iD interior Design. There I could work with the CAD software like Palette CAD and Auto CAD to make renders, movies and maps. With the project hotel Fanes I had to calculate the surfaces. I had to calculate the quantity of tiles, wooden floors and wall tiles. Then I had to make a PDF of it so Barbara knows how many products she has to arrange for the hotel.

##### Learning goal achieved:

Yes, maybe I don't know everything of the software CAD but I know the basics. I also have written all the handy tips and tricks on a paper to remember. This paper is laying on my desk at iD interior Design. I know how to make a render and a plan with the required tools. If I want I can explain someone new about the CAD program and he or she can make a basic render or plan. Also I know how to calculating surfaces with the Auto CAD program and how to make it clear to someone who doesn't know. The results you can see in pictures below this learning goal.



## Learning goal 5

I can make good/professional photos of the products they need for their website.

### Specific:

I can make good/professional photos of the products they need for their website. I use the right tools to make photos of products with different textures or sizes.

### Measurable:

Through-out the internship I make photos of all different products. These photos are collected in the database and Kuno will tell me if the photos are correct.

### Acceptable:

This learning goal is acceptable. They have a photo studio and a camera. Also they need someone to make good photos of their products.

### Realistic:

It is realistic because Kuno described this learning goal a few times in the learning agreement. This means that I certainly will work on this learning goal and succeed it.

### Time bound:

I want to succeed this learning goal in three months. Then I know the basics and their style of photography. Also I know how to use the right tools for different textures on different kind of products.

### Worked on:

The Xenja project, explained at page 8 Project Xenja. With the Xenja project I could work on my skills in photography but also the skills in the photo studio, Photoshop and styling.

### Learning goal achieved:

I've achieved this learning goal in three months. You can see the result at page 25. There you see some of the pictures and the progress I have made the last three months. I also achieved this learning goal because Kuno and Barbara gave me compliments and told me that the pictures were good enough for the website and order form. But not everything went the right way, I had sometimes trouble with making photo sharp and the right color. I think that if Kuno had a bit more time to guide me I would have finished this project faster.





BATH TOWEL PRODUCT FIRST TRY



BATH TOWEL FINAL RESULT



BATH TOWEL STYLING



BEACH TOWEL DETAIL FIRST TRY



BEACH TOWEL DETAIL FINAL RESULT

## Recommendation iD interior Design

Are you an interior student, do you like an adventure and are you able to get your head up in difficult situations? Then this internship at iD interior Design is the one for you.

At iD interior Design you will learn the complete package within the hotel / interior industry while you can enjoy the holiday feeling in Italy. When I talk about the complete package you should think about designing the interior of hotels in the design program, Auto CAD. Also you will search for materials for the just-designed plan, such as wood, leather, fabric, design and carpets. After this you will make a material plan on Photoshop or InDesign. After these two steps you can proceed your work in Palette CAD. In this program you can put the chosen materials and furniture to make a render. After that you are going to calculate how many products and materials have to be ordered. You will do this with the Auto CAD program. When you finished these steps, you will present your plan to the customer. This way you learn to present and to deal with feedback in another language. But not everything at iD interior Design is about interior design. You have enough variety, if you want you can help with the second company Xenja where you can take photos and manage the web-shop. A small part of the company consists of a sewing workshop. There they make curtains, pillows and upholstery for the hotels. When the entire process of a plan is approved, you go with your fellow colleagues to the just-designed hotel where you will help with the interior. Here you have to think about assembling furniture, hanging curtains and adjusting the interior. Next to the basic activities within the company, you go regularly to interior fairs like one of Europe's largest fairs, Salone Del Mobile. Within the company you also learn some nice facts about the building process of a hotel. For example, you learn how to work with a laser to indicate and draw walls.

Have you already made up your mind? Then first think carefully about the cultural differences within the Netherlands and Italy. We Dutch people are often too straightforward to foreigners which may sometimes cause problems. At iD interior Design they are often very busy, so they do not always have the time to guide you. Therefore you must get your

## Recommendation

head up in these situations. This, of course does not only applies to the internship period but also to your free time. You live on your own in another country with different cultural habits. But believe me when I say that it's an impressive experience. You will not only learn a new language, the area and people. No, you will also learn to be independent abroad.

If you want to learn how the hotel / interior industry works in Italy and in the weekend enjoy the mountains, the weather and the good food? Then this is the place for you! Is your mind now saying, 'Yes, I want this too!' and would you like to go to do an internship at iD interior Design in your 3rd or 4th year? Then contact Jos Thomassen from Cibap and Kuno Widdman from iD interior Design.

ID interior Design  
Italy, Bolzano  
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E-mail: [kuno@interiordesign.it](mailto:kuno@interiordesign.it)

# Summery

In this report, I described all my experiences of my internship at iD interior Design. ID interior Design is a family company that makes plans for hotels from A to Z. My internship period is from the 6th of February till the 21th of June. I learned a lot of different things within the hotel / interior industry. I have learned to work with the CAD software in which you can design your interior plans. Think about the project Lüch da Pcei, which I described in one of my learning goals. With this project I almost have seen the entire design process. I also have more experience in photography thanks to the Xenja project. This project made me photograph several Südtirol towels what means I gained more experience and achieved my learning goal. At first I did not have that many expectations of iD interior Design but in the end I experienced a lot of things. There were also some things which were less fun like Daphne's departure, missing home and the problems with my apartment. Fortunately, iD interior Design and my co-interns took care of me. I did not only work in the office at iD Interior Design. I have also experienced several delivery processes from hotels. We also got the opportunity to go to large interior fairs where I have seen many new trends. Next to my experience in the company, I also learned a lot from the life outside iD interior Design. I have become more independent, I've met new people, cultures and languages. Altogether, I had an impressive learning experience that I'll will not forget.

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# Conclusion

My biggest learning experiences are two different things. I have learned at iD interior Design how the entire process of interior design works. I never had something to do with interior design before, therefor this experience was very educational. Now I generally know what things you have to keep in mind when you are designing. But I also know the basis of one of the most famous design programs, the CAD software. Next to the experience at iD interior Design, I also learned to live on my own. In the Netherlands, I already was independent but when you are alone and you are facing some problems you have to solve it yourself. Sometime I had a difficult time but most of the time everything went well and I had a very special learning experience.

I thank iD interior Design, Kuno Widmann, Barbara Widmann and all fellow colleagues for the opportunity, for the guidance and that I was able to do my internship at your company. I also would like to thank Jos Thomassen and Martinus van der Zee for the good guidance and assistance from the Netherlands.







# My Internship Report

THANK YOU FOR READING