

EXCHANGE REPORT

host institution: AMFI

contact person: Natalie

period of study: 6th semester (January 2019 till June 2019)

Where and when did you study abroad?

I did my 6th semester abroad from January 2019 till June 2019. And I studied at AMFI (Amsterdam fashion institute) in Amsterdam.

What KEA program did you attend at the time?

A program that I study at KEA is Brand Design.

What classes did you take during your semester abroad?

I took so called Denim minor. We were assigned into 3 groups which consisted of 6 people each. There were two designers, two fashion managers and two branders in every team. I was in charge of branding. Denim minor is a whole semester elective course, thus we worked on one project the whole semester.

Our assignment was to come up with a line extension for Tommy Jeans. As I was in Denim minor, the major focus was on denim. We had classes about denim history, sustainability, branding, fashion management and interesting workshops on indigo dyeing and denim washing.

There were also two trips as a part of this minor. First one was to London with focus on market research and the second one was to Italy (Verona and surroundings) which focused on a production process.

How helpful was AMFI in the process of choosing classes and settling you in?

I didn't have any preferences of which classes I wanted to take, therefore AMFI took a look at my profile (CV, portfolio) and tried to match it with a relevant course for me. That's how I got assigned to the Denim minor.

AMFI and especially its international consoler Natalie was super helpful in the beginning of the course. We had an introduction day where we met other exchange students who came to study at AMFI and also had a chance to meet with our future teachers.

What classes/study experiences did you find the most rewarding? Why?

Honestly, I found the whole denim minor rewarding because for me it was completely new educational experience. AMFI is totally different from other school I have attended in the past.

However, what I enjoyed a lot were different workshops (as e.g. dyeing with indigo) which were part of this minor.

Moreover, every Friday we had Feedback sessions with the teachers who looked at our process and work we had done and gave us feedback forward. These feedback sessions were key on our further actions and I wish this could be implement also at KEA.

What classes/study experiences did you find least relevant or least valuable to you? Why?

I don't know about any irrelevant course.

What classes would you advice other KEA students going to the receiving school to choose or not to choose?

I had a chance to complete only one course - denim minor. This course has given classes, thus you can't choose to attend different ones. But I would highly recommend for any fashion designer, manager or brander to experience this minor.

What challenges did you experience culturally while being abroad?

a. How helpful was the receiving school in this process?

I don't think I had big cultural problems while living in Amsterdam. I would say the Dutch are in many ways similar to the Czechs (as my mother country is Czech republic), therefore I didn't have any problems with adaption. I could also find similarities between the Dutch and the Danes, so I felt like home.

What was the best cultural/personal experience during your studies abroad?

Amsterdam for sure! Longer you live there, more you fall in love with this city. I strongly recommend to take weekends off to explore the city and make few trips outside the Amsterdam as well - I recommend Haarlem, Utrecht, Zaanse Schans and Merken.

What advice would you give other KEA students going to study abroad at the receiving school?

Don't give up! AMFI is a tough school, lot of long hours, stress and seeing other exchange student enjoying their free time also isn't helping. But at the end of the exchange you will be super grateful for this experience, I guarantee that.

Try to enjoy your weekends by exploring Amsterdam and other dutch cities like Haarlem or Utrecht.

How was the application process?

a. What did KEA help you with?

KEA helped me with the whole application process and all the necessary documents I needed. I could always contact KEA's international counselor Hanne with any questions.

b. What help did you receive from your school abroad?

Hva (AMFI) helped me to find an accommodation, which turned out to be great. I strongly recommend to let them help you even if it means paying different fees. You will overcome possible scams. Natalie was making sure all the exchange students at AMFI are fine.

Did you have any practical difficulties settling down in at your destination?

The very first day we had to meet up in Science Park here in Amsterdam where we had to register and then received our keys for accommodation.

I strongly recommend to attend an Introduction week organised during the first week, where I met exchange students from the whole world.

Where did you live?

a. Was it difficult to find accommodation? b. Was it expensive?

I lived in a student housing from De Key located approximately 30 min by bike from AMFI. I was very satisfied with my accommodation and I would strongly recommend DeKey as a housing company.

Thanks to HvA it wasn't difficult but we had to pay fee in order to get help from them. But honestly it was worth it as they will give you option of different types of accommodation in various price ranges.

I lived alone and paid nearly 600 Euros per month for my small studio.

What kind of expenses did you have in general?

a. Did you spend more or less money than you budgeted with?

The biggest expenses I had was accommodation. I would hugely recommend to rent a bike (try [swapfiets.nl](https://www.swapfiets.nl)) because public transport in Amsterdam is very expensive. Other than that I was surprised how much I had to spend on school related stuff as e.g. printing.

I spent bit more than I thought I would. I advice to have weekly budget calculated but to save a bit extra on top of it.