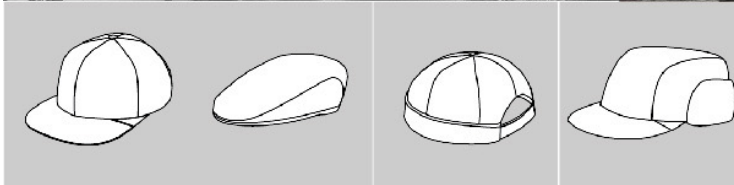
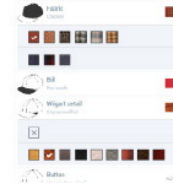




CUSTOMIZE CAP

CREATE YOUR OWN STYLE

Total: DKK 900



Internship

Suggested work examples:

We will expect you to engage in one or more of these specific work tasks:

Fieldwork and customer surveys.

PR project work

Strategic communication

Development of new packaging for our caps

Contribute to making POS material for the store, using own laser cutters and cutter at FabLab NV

Creative responsible for video and image production

Work with content for the website

Since we are a small company, there is a great opportunity to influence the specific learning content of your internship. However, we prioritize people who can contribute to one or more of our current main projects (See below).

ABOUT THE COMPANY:

Wilgart is started by me, Silas Gärtner. After a formation trip in 2010, I started making caps. (See timeline her: <https://wilgart.dk/about/timeline>)

The company unites the analogue old-fashioned craftsmanship of capmaking into today's modern, digital reality. I have a Bachelor in Design Technology specialized in Sustainable Purchasing, and a Masters from ITU in digital communication, with the theme Emotional design for Wilgart, see more here: <https://wilgart.dk/speciale-om-wilgart-cap-customization/>

Company address: We have just moved the workshop and shop to Jægersborggade no. 10.

If you would like to know more about your opportunities at Wilgart, feel free to make us a visit.

MAIN PROJECTS:

We have ambitious goals for the future, and currently engage in 3 main projects:

1. Design the new packaging of our caps. You will be responsible for design, production procurement and printing in this process.
2. Podcast and Video Production

We have the ambition to make a podcast about old hatmakers and capmakers from Copenhagen. We also have a video project that will be published in a small commercial movie, for customized caps. And finally we want interviews with our main suppliers of fabric to be showcased on our website.

3. We see great potential through targeting influencers. It will be your task to develop and execute a PR campaign that targets targeted influencers, hands-on!

OUR EXPECTATIONS TO YOU:

- Ambitious, entrepreneurial, empathetic, proactive and results-oriented.
- Will undergo a steep learning curve in experience-based learning.
- Professionally updated in your field of work.
- You are among the absolute best of your studies: either theoretically and / or practical.
- Comfortable with Adobe Illustrator, Photoshop, InDesign, Premiere Pro. Preferably also wordpress and 3D drawing programs like Rhino.
- Open, positive and friendly of course.

We are looking forward to hear from you!