December 2018

Artist Interview - Studio Harm Rensink

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STUDIO HARM RENSINK

Amsterdam, Netherlands
www.harmrensink.nl

Harm Rensink is a Dutch designer who believes in making more human design by the use of empathy, context and aesthetics. After graduating in 2008 from the Design Academy Eindhoven, he founded Studio Harm Rensink, working on different projects for The Stedelijk Museum in Amsterdam, The Dutch Council for Culture, Messe Frankfurt, Philips Design and the Swedish National Museum among others.

With his studio, Rensink designs spatial experiences: rooms and installations for exhibitions and interiors, and projects around relaxation and wellness. Core elements the studio focuses on are to create tactile surroundings and to awaken all the senses: sight, touch, smell, sound and taste.

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Hair! Hair in Fashion and Art

02.
Vlisco: 1:1

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Modebelofte / New Order of Fashion
2018: Shape Shifters

<u>Does working with a partner inspire a spirit of rivalry, cooperation — or both?</u>

I believe that working on a project with another creative is a big inspiration and a great source of energy. The surprising element of new outcomes by matching two souls can give new insights.

<u>Have you heard of Design Thinking and if so do you regard it as a technique worth adopting by enterprises that have nothing to do with the world of design?</u>

I think Design Thinking is a great tool for people who are not designers to get an understanding of how to handle issues in their companies. The danger, though, is that they might start to think and believe they are designers themselves in providing an answer for the issues. Design is a very elaborate profession and we should not mistake it for styling or quick-patch-up problem-solving.

<u>Do you agree that "two heads are better than one"? Would even more heads be even better?</u>

Many people together cannot have an overview of the whole. In design, you need one person to be the controller, the one that is in charge when you work with more than two people. It takes patience and mutual understanding to operate effectively as a duo.

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