







# BMW GROUP + QUT DESIGN ACADEMY

## 2021 PHOTOBOOK

A collection of some of our favourite images from throughout the year. Grab a coffee, sit back and enjoy!

**BMW  
GROUP**



A collaboration between BMW Group + Queensland University of Technology

Photo by © David Fell



Welcome to the 2021 BMW Group + QUT Design Academy Photobook! We are excited to showcase some of the images from 2021 across our three pillars including Internships, Research and Special Projects – and some general photos as part of our activities and initiatives. 2021 was a year of continued growth for the Academy culminating in the arrival of the BMW M8 Competition Coupe – BMW’s premier luxury supercar. The photos in this catalogue capture some of our achievements, projects, and experiences on our journey through this exciting partnership between QUT and BMW Group. We hope you enjoy the beautiful visuals within.

**Associate Prof. Dr Rafael Gomez**  
Founder + Academy Lead

BMW Group + QUT Design Academy



Photo by © Jordan Domjahr

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**INTERNSHIPS**





In 2021 we continued our Internship program, gaining significant interest from School of Design students in each round of applications. Our project options varied across 3D/Digital, Industrial, UI/UX and Games Design themes, including some live BMW Group projects for our colleagues in Germany. We welcomed four students each semester as Academy Design Interns – each completing their projects with valuable new design skills. We also expanded our reach and offered projects to students enrolled in the Industrial Design Capstone and Impact Lab 4 units.

iw.hub Reflection Flag Concept Render  
Brisbane, 2021

Image by © Isaac Bonora



iw.hub Reflection Flag Concept Render  
Brisbane, 2021

Image by © Isaac Bonora





Søren Waldmann: Creating an iw.hub Animation  
Brisbane, 2021

Photo by © Jordan Domjahn



iw.lense Concept Render  
Brisbane, 2021

Image by © Oliver Young





Academy Management App Concept Render  
Brisbane, 2021

Image by © Scarlett Curtis



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**RESEARCH**





Our Research Program officially began in 2021 with the addition of a Master's research student, James Dwyer, who became our inaugural Research Associate. His research focused on the theme of 'Advances in Human-Robot Interfaces for Advanced Manufacturing' in which he began to explore the role of social cues for human-robot collaboration in manufacturing settings. His research journey in 2021 involved scoping the overall project, identifying academic literature in this area, and outlining his proposed research methodology for his experiment. As the first of our research students, James has done an incredible job of forging a strong research path for our research collaboration between QUT and BMW Group, and we look forward to building on this in the future.

James Dwyer: Literature Review Notes  
Brisbane, 2021

Photo by © Jordan Domjahn









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# SPECIAL PROJECTS



Early in the year we produced some new renders of the iw.hub autonomous mobile robot for the idealworks team in Munich. Some of our other Special Projects throughout the year included new 3D asset models for BMW's iFACTORY and SORDI projects, in addition to further support for idealworks, such as a concept for an iw.hub online configurator.



**iw.hub Render**  
Munich, 2020

Image by © Idealworks GmbH



P & S Series Containers  
Brisbane, 2022

Image by © BMW Group + QUT Design Academy





iw.hub Online Configurator  
Brisbane, 2022

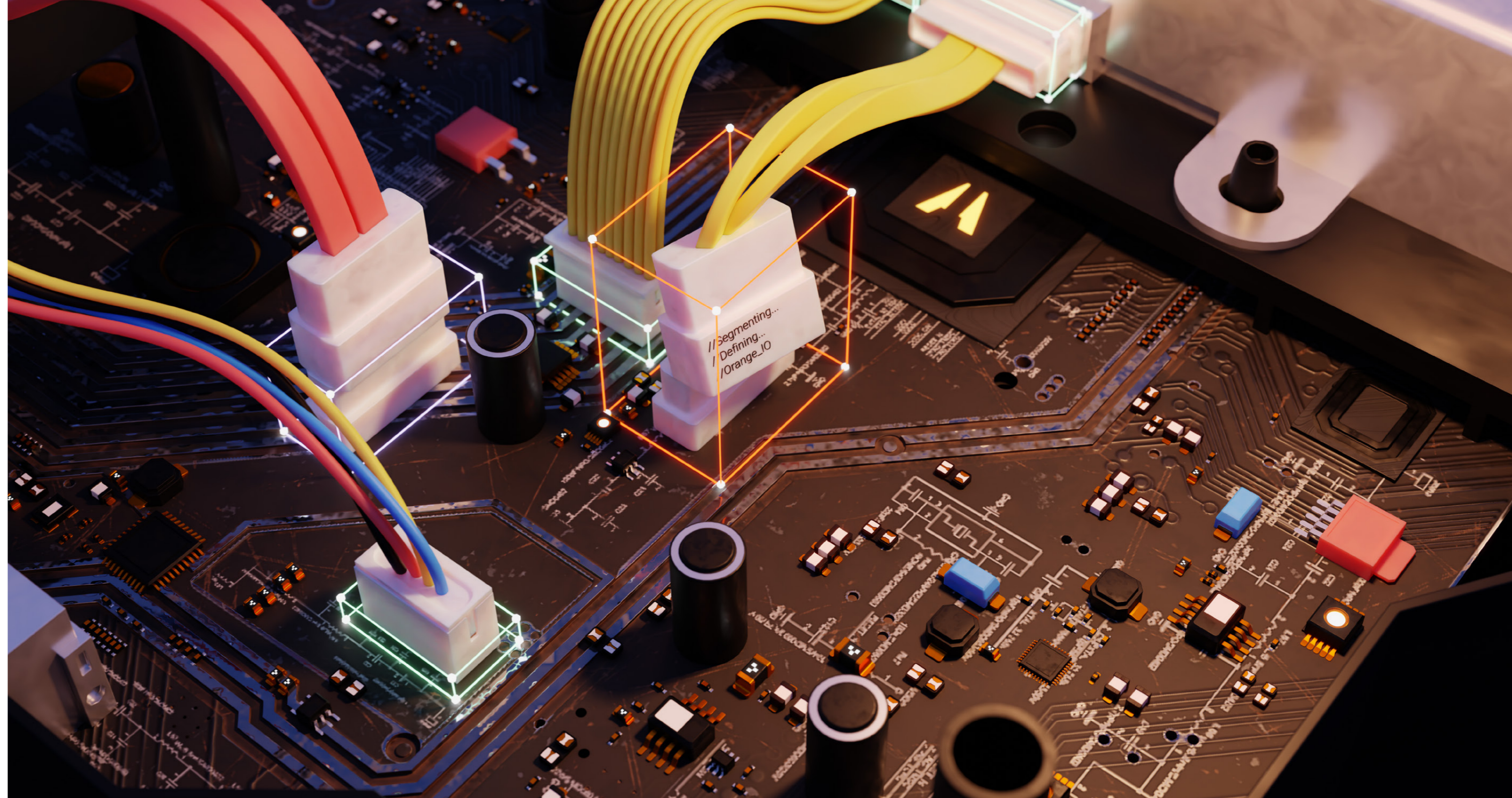
Image by © BMW Group + QUT Design Academy





Object Classification Visualisation  
Brisbane, 2021

Image by © Epifanio Pereira





iw.hub with Purple Dolly Render  
Munich, 2020

Image by © Idealworks GmbH





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**TECHNOLOGY +  
FACILITIES**



Oculus Rift S Virtual Reality Controller  
Brisbane, 2021

Photo by © Jordan Domjahn





Design Associate PC  
Brisbane, 2021

Photo by © Jordan Domjahn





Design Associate PC Details  
Brisbane, 2021

Photo by © Jordan Domjahn





CorsAir Mechanical Keyboard  
Brisbane, 2021

Photo by © Jordan Domjahn



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**BMW M8  
COMPETITION**





In 2021, QUT received a BMW M8 Competition Coupé direct from BMW Group in Germany. It will be an education resource for undergraduate design students and postgraduate researchers at QUT. The endowment of the M8 is a huge milestone which emphasises the strength of the partnership between BMW Group and QUT. The M8 was kept in storage while a new workspace was being prepared to house the car, prior to the official announcement of the car in early 2022. All photos shown here were taken in 2021 in preparation for the launch event.

Have a look through the Academy website to see more photos of our stunning M8 Competition.

BMW M8 Competition Delivery  
Brisbane, 2021

Photo by © Jordan Domjahn





We engaged a professional film crew to create the launch video of the M8 Competition. This involved a custom made overhead light box, smoke machines and lasers, in addition to a variety of specialised camera and lighting equipment.

**BMW M8 Competition Video Shoot Behind-the-Scenes**  
Brisbane, 2021

Photo by © Jordan Domjahn





BMW M8 Competition Interior Details  
Brisbane, 2021

Photo by © David Fell







BMW M8 Competition Engine Cover  
Brisbane, 2021

Photo by © David Fell



BMW M8 Competition Rear Tail Lamp  
Brisbane, 2021

Photo by © Jordan Domjahn





BMW M8 Competition Video Shoot Behind-the-Scenes  
Brisbane, 2021

Photo by © Jordan Domjahn





BMW M Performance Carbon Bucket Seat  
Brisbane, 2021

Photo by © David Fell





BMW M8 Competition Video Shoot Behind-the-Scenes  
Brisbane, 2021

Photo by © Jordan Domjahn





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**GERMANY +  
ABROAD**





Due to travel restrictions and the challenging health situation in 2021, we were unable to send QUT design students to Germany to intern at BMW Group. We did however have two students finish their internships at BMW in the first half of the year (Sebastian Tan Castillo and Jacob Rankin). From 2016 – 2021 we have had a total of 26 QUT design students accepted into the BMW Group internship program.

Hiking in the Bavarian Alps  
Germany, 2021

Photo by © Sebastian Tan Castillo





**BMW Headquarters**  
Munich, 2021

Photo by © Sebastian Tan Castillo





Bavarian Alps near Mittenwald  
Germany, 2021

Photo by © Sebastian Tan Castillo





Eibsee Lake  
Bavaria, 2021

Photo by © Sebastian Tan Castillo



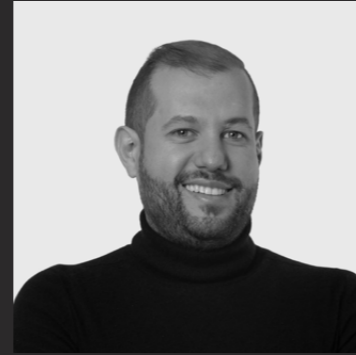


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PEOPLE





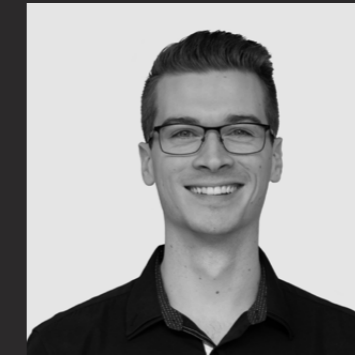
In 2021 the Academy team expanded to include a Research Associate (James Dwyer), plus two Junior Design Associates (Epi Pereira and Tim Lim) to assist with our Special Projects and Internship programs.



**Jimmy Nassif**  
Chief Technology Officer, idealworks



**Dr Rafael Gomez**  
Founder + Academy Lead



**Jordan Domjahn**  
Design Associate



**Epifanio Pereira**  
Junior Design Associate



**Dylan Sheppard**  
Digital Design Lead, idealworks



**James Dwyer**  
Research Associate (MPhil)



**Timothy Lim**  
Junior Design Associate

**BMW Group + QUT Design Academy**  
2021 Staff



Due to international travel restrictions, only two QUT students were able to intern at BMW Group in 2021.

We partnered with Industrial Design student, Matthew Tilaks, from Loughborough University while he completed an internship with BMW Group at the Hams Hall engine plant in the UK. Matt was supported by the team of Academy Design Associates and idealworks staff on a factory digitisation project.

**BMW Group 2021 Interns**  
QUT Design Students



Sebastian Tan Castillo



Jacob Rankin



Matthew Tilaks



Academy 2021 WIL Interns  
QUT Design Students



Leena Al Sallakh



Jordan McNally



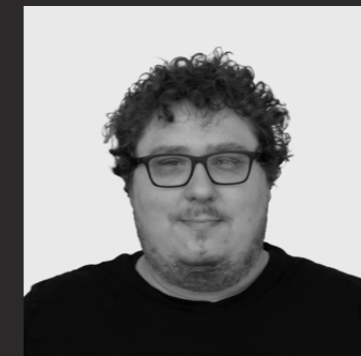
Jun Kim



Hsuan Lee



Joshua Tulleners



Myles Skelton



Søren Waldmann



Oliver Young



Academy 2021 Impact Lab 4 and Industrial Design Capstone unit students  
QUT Design Students



**Katya Mathieson**  
Impact Lab 4, Semester 1



**Nicholas Malt**  
Impact Lab 4, Semester 1



**Daniel Fisher**  
Impact Lab 4, Semester 2



**Sophie Burton**  
Impact Lab 4, Semester 2



**Scarlett Curtis**  
Impact Lab 4, Semester 2



**Isaac Bonora**  
ID Capstone, Semester 2



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**EXTRA  
COLLECTION**



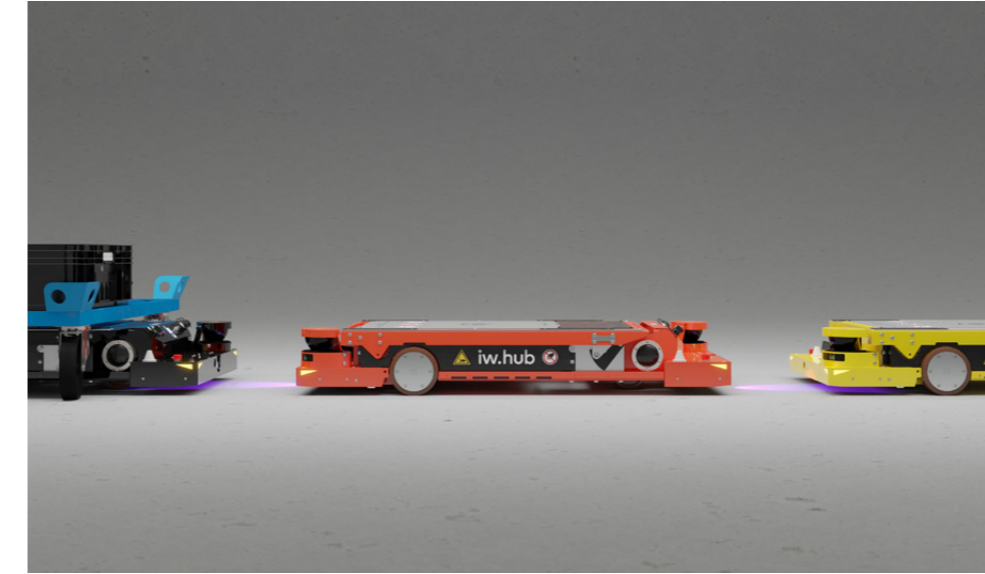




Behind-the-Scenes of the M8 Competition Video  
Photo by © Jordan Domjahn, 2021



Austrian Alps  
Photo by © Sebastian Tan Castillo, 2021



iw.hub Trinity  
Image by © idealworks GmbH, 2020



Venice  
Photo by © Dylan Sheppard, 2021



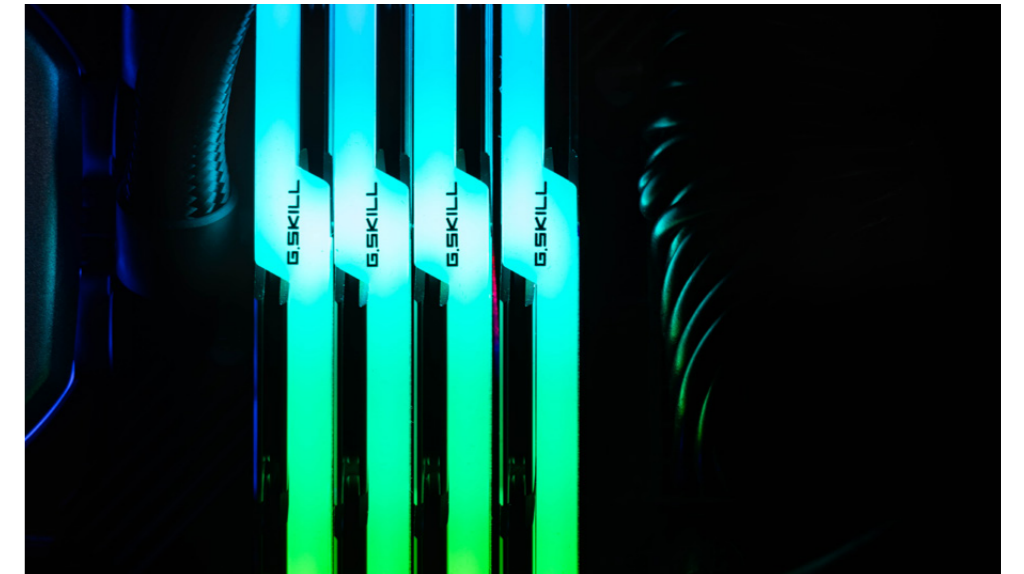
Design Associate PC Components  
Photo by © Jordan Domjahn, 2021



Daniel Fisher's NFC Key Tag Prototype  
Photo by © Jordan Domjahn, 2021



Behind-the-Scenes of the M8 Competition Video  
Photo by © David Fell, 2021



Design Associate PC Components  
Photo by © Jordan Domjahn, 2021





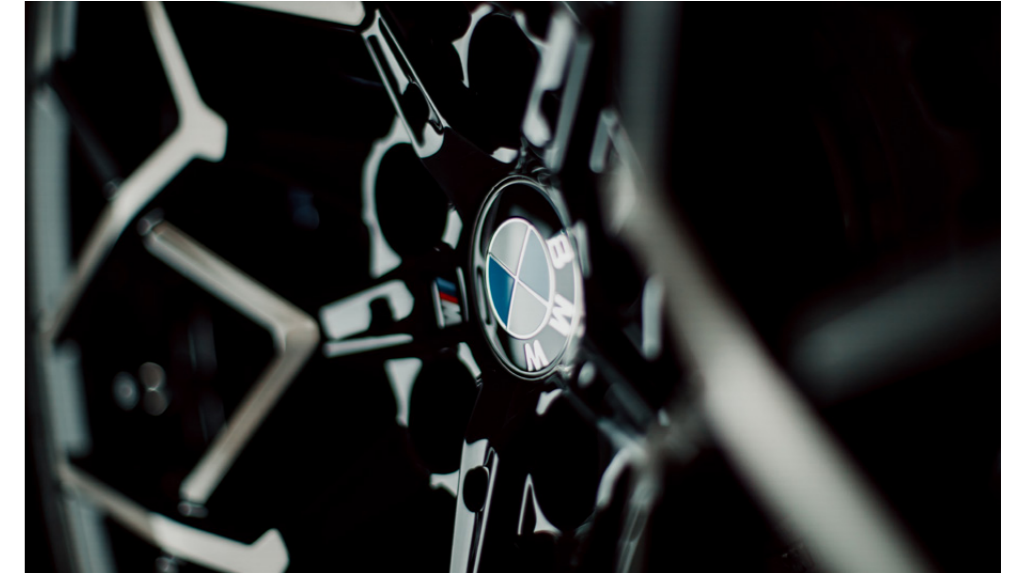
Putting the M8 into Storage  
Photo by © Jordan Domjahn, 2021



Eibsee Lake  
Photo by © Sebastian Tan Castillo, 2021



Behind-the-Scenes of the M8 Competition Video  
Photo by © Jordan Domjahn, 2021



M8 Competition Details  
Photo by © David Fell, 2021



Alienware Monitor  
Photo by © Jordan Domjahn, 2020



The M8 Competition  
Photo by © David Fell, 2021



Englischer Garten  
Photo by © Sebastian Tan Castillo, 2021



Alienware Monitor  
Photo by © Jordan Domjahn, 2020



