

November 2022

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# NEWSLETTER



# WELCOME



As we edge closer to the end of the year we are already planning some incredible initiatives for 2023 and beyond. November was another very busy month for the BMW Group + QUT Design Academy team across all of our Programs including Internships, Research and Special Projects.

As we said goodbye to our Interns from semester 2, 2022 we immediately said hello to our new cohort of interns for summer 2022 - the first ever internship group over the summer. This was initiated as a result of the incredible talent pool that we received last semester. We congratulate James Boughen, Jake Day and Killian Frunz and look forward to having them at the academy working on some exciting projects.

Most of November focused on our trip to Germany to visit colleagues at BMW Group. Our Design Associate Jordan Domjahn and myself traveled in early November to visit Jimmy Nassif, Dylan Sheppard, Marc Kamradt and a host of our other colleagues across BMW Group to touch base on current projects, as well as talk about our next steps in our partnership. It was a successful trip and we look forward to revealing some of the exciting news in the coming months! Earlier in the month we also welcomed our good friend, Volker Richter, who traveled all the way from Germany to visit various colleagues at QUT. We invited Volker to come and check out our new premises at QUT and update him on our growing collaboration with BMW Group.

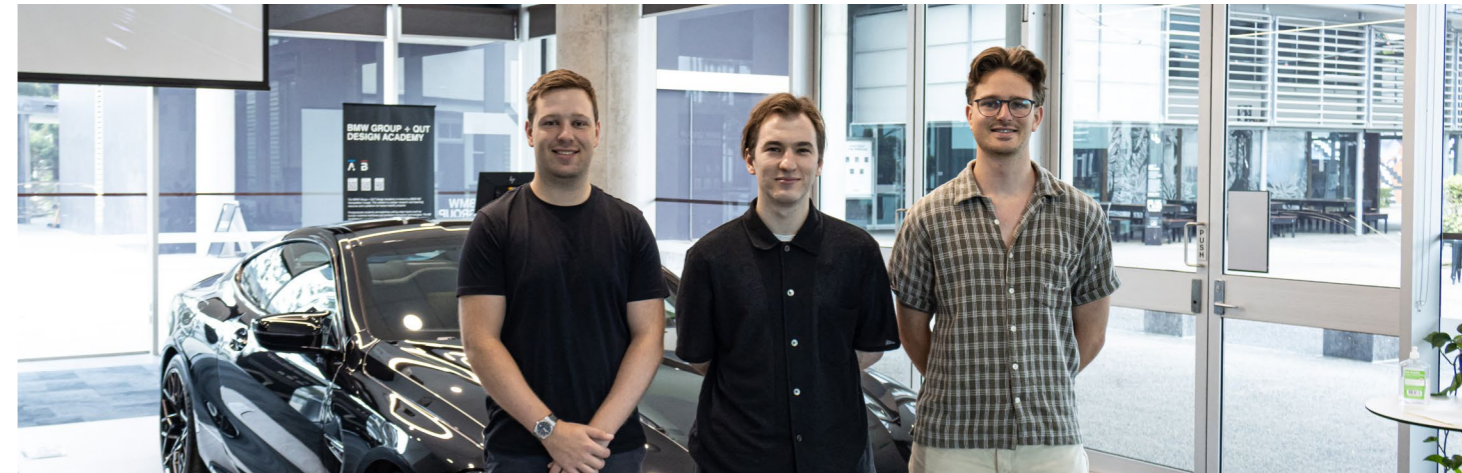
Finally we were very proud to deliver our AR App for the BMW i7 launch as part of our collaborative project with Brisbane BMW. We have been working on this project for over 4 months and we were really excited to be able to deliver this at the exciting launch of the new BMW 7 series at Howard Smith Wharves in Brisbane.

Enjoy the read!

A handwritten signature in black ink, appearing to read 'Rafael Gomez'.

Dr Rafael Gomez  
Founder + Academy Lead

# PROGRAMS



## INTERNSHIPS

The Internship program focuses on Fostering Design Excellence. It offers high-performing QUT design students an opportunity to advance their learning through real-world projects, and provides a pathway for paid internship placements at BMW Group in Munich, Germany.

### Summer WIL Internships

Please congratulate James Boughen, Jake Day and Kilian Frunz, who are our Summer Semester WIL interns. We had such a strong round of applications in Semester 2 of this year that it was difficult to select just 4 students. So, we decided to offer a once-off opportunity to James, Jake and Kilian for the summer semester. James, Jake and Kilian are all Industrial Design students and will be completing BMW Motorrad or idealworks themed projects. We are super excited to have them join the team for the next few months and can't wait to see what they create.

### 2023 BMW Group Interns

The biggest item of news we have for November is that we are finalising 10 design students who will be interning at BMW Group in 2023! This will be the largest number of students we have sent over to BMW since the program began. It is incredibly good news for the students, and of course for QUT now that we are able to properly resume the BMW internship program.

We'll have more details on the teams – and of course the names of the students – in the next edition of our Newsletter.



## RESEARCH

The Research program centers on Exploring Knowledge Horizons. We have initiated a progressive research agenda for PhD and MPhil students to conduct world-class research through the Academy.

### Alexandra Singleton - 2023 PhD Scholarship

With our Master's student, James Dwyer, finished with his thesis we are looking towards 2023 and continuing our Research Program. We can announce that we have confirmed 1x PhD scholarship starting early next year; Alexandra Singleton. She will be exploring 'The Role of Industrial Design Expertise in Multinational Corporates'. We are looking forward to her joining the team and starting her research next year.

## SPECIAL PROJECTS

The Special Projects program pioneers world-first projects by Advancing Cutting-Edge Technologies. It is tailored for professional design graduates to work on advanced R+D projects for real-world applications. These projects are established by BMW Group in Munich and are supported by the Special Projects team at the academy.

### Hams Hall

Our team of Design Associates remain busy working on the Hams Hall future vision project. We are delivering Part 1 of the project in January next year, then the subsequent Part 2 in mid 2023.

### Brisbane BMW

This month we also attended the Brisbane BMW launch of the new i7 electric vehicle. We developed some Augmented Reality experience for the event, which we proudly showed to the guests. The AR experiences will also be used in the showroom moving forward. We'll have additional photos and details on our Instagram and Blogs page (website) soon.



# FEATURE



## 2022 GERMANY TRIP

### Jordan Domjahn Design Associate

This month I boarded a plane with Rafael and made the (rather long) flight to the beautiful Germany. Our trip was focused on setting up the next few years and growth of the Academy, plus meeting our key contacts in various BMW Group teams. The feeling of traveling overseas again was amazing – for me this was my first time overseas since returning from my BMW internship in early 2020.

We landed in Munich first, with our first meeting at the idealworks office. We met with key BMW staff to outline the plan that's in place for the next few years of the Academy – pending approval, there will be an announcement in Q1 2023! We then caught up with Jimmy Nassif, Dylan Sheppard and past Academy intern (and 2023 idealworks intern) Søren Waldmann. It was great to catch-up about ongoing and upcoming idewalworks projects and how the Academy will be involved. Our visit also included a look at the new idealworks warehouse – a location for testing and developing the iw.hub robot. I hadn't seen iw.hub robots operating in person until now, so this was a really good experience.

I also met with Firas Zoghiami and Daniel Jess, from Logistics Innovation + Robotics at BMW Plant Alpha. This included an overview of the current and future projects the team are involved with, including the roles our 2023 BMW interns will play in this team. Concluding the meetings in Munich, I also met with Alexandra Tran and Filipp Frulli from the Digital Products department. They specialise in apps, infotainment and other R+D projects - and we have been working with them since 2021 on Academy WIL internship projects. I was also introduced to Stella Clark, who was responsible for the iX Flow concept unveiled at CES early this year.

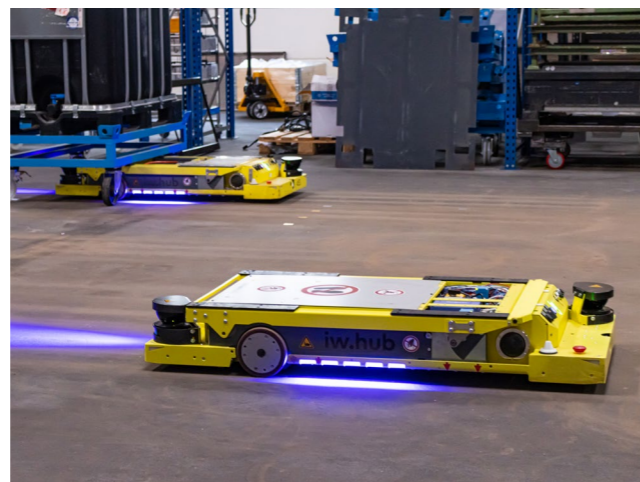


# BMW GROUP + QUT DESIGN ACADEMY

Sometimes life is cruel, and it requires you to drop everything to be with the family at home. This being the case, we cancelled our Berlin leg of the trip – which included meetings with HTW and the Australian Ambassador to Germany. BMW Motorrad and BMW DesignWorks visits in Munich also fell victim to this. While very unfortunate, family is everything and I know we'll always have other opportunities to visit Germany.

Outside of our work schedule, I was able to enjoy the scenic Englischer Garten and Olympia Park, take a walk through BMW Welt, plus have some fun on the Autobahn which led to the absolutely incredible views of Königssee Lake, Zugspitze (the tallest peak in Germany at almost 3km elevation), and Eibsee Lake. All of which I know I am very fortunate to experience.

We are already looking forward to going back in 2023 (and perhaps bringing an extra jumper or two with us).



# BMW GROUP + QUT DESIGN ACADEMY





# BRIEFINGS



## ACHIEVEMENTS

- Summer Semester WIL interns begin their Academy internship
- Confirmation of Alexandra Singleton as our 2023 PhD student and new Research Associate
- Rafael Gomez and Jordan Domjahn travel to Germany as part of BMW partnership
- Delivery of AR app to Brisbane BMW for i7 vehicle launch event

## EXTERNAL COLLABORATIONS

Early in the month we hosted Volker Richter while he was visiting Brisbane from Germany. Volker is Head of Total Vehicle Technology and Quality Management for BMW Plant Regensburg. He has a long standing connection with QUT, particularly through the Engineering faculty.

Volker has played an important part in the BMW Group and QUT partnership over the years, particularly early on, by being a key person in establishing the partnership. This assisted our Founder, Dr Rafael Gomez, to make further connections within the BMW Group, enabling him to grow the partnership and launch the Academy. It was great to update Volker on the Academy and our progress since we launched in 2020.

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