

APRIL 2021

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NEWSLETTER

WELCOME



As the Australian weather makes its migration through a cool(ish) Autumn and we begin to see the end of the first half of 2021, we get more and more excited about the initiatives and projects ahead. The office saw a rapid increase in energy as our talented interns hit their straps and began to furiously prepare for presentations with BMW Group colleagues. It is exciting and very rewarding seeing these final year students from Industrial Design and Interaction Design work so hard and behave so professionally on what could be a hugely significant project in their young careers. The chance to be involved in a real-world project for a company of this magnitude is exciting. We look forward to the next few weeks when the students will be presenting final concept designs to BMW Group for evaluation.

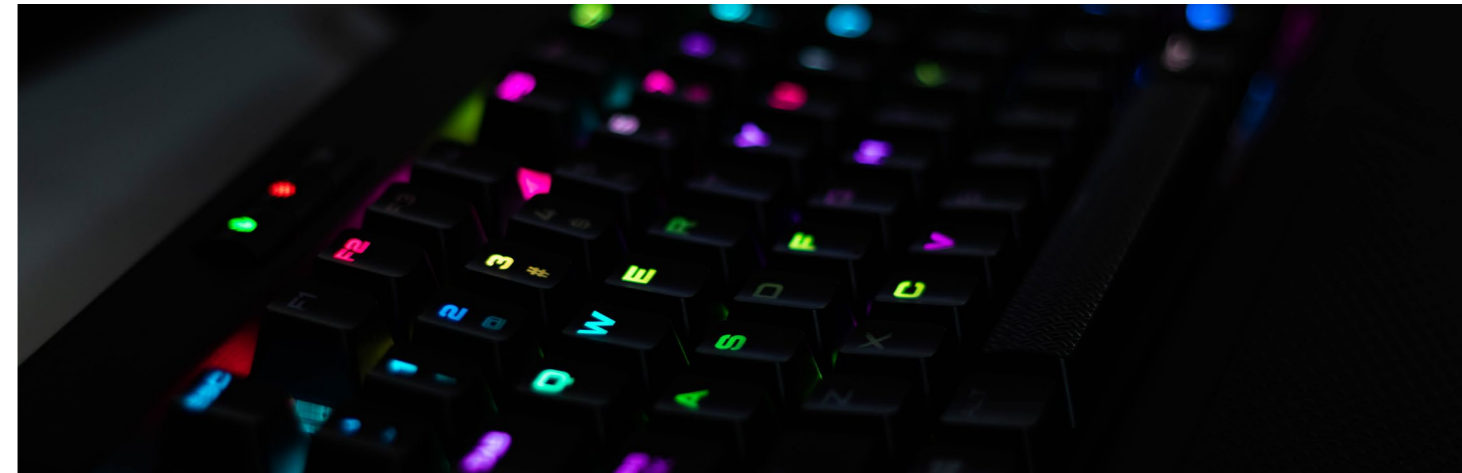
On another note, we are excited to have been invited to showcase our work at BAD 2021 as part of QUT's Art, Design and Innovation Showcase! BAD is Brisbane's leading art and design festival with over 160 events across 4 weeks in May. Check out our work in this [link](#).

We continue to work on all of our Programs at the academy, slowly progressing each one and setting the stage for further growth and development. Stay tuned for all the exciting news in the upcoming months, we promise you won't be disappointed with what we have in store!

All the best,

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.

Academy Internship Program

Our Semester 1 WIL Interns are approaching the halfway point of their internships. So far they have already impressed the our BMW Group colleagues, who are very excited and impressed with the ideas and level of work completed so far. Our interns will be showing their work again to BMW Group in the coming weeks, for another checkpoint presentation.

Meanwhile it is exciting to confirm our next real-world project with BMW Group for semester 2, 2021. We are very excited about the growing relationship as our students begin to work on more significant projects as part of the Academy Internship Program.

Impact Lab 4

Nick Malt and Katya Mathieson, our two Impact Lab 4 students, recently presented their initial concepts for their respective design projects (Academy storage solution and Academy branding package). We are impressed with their work thus far and we are looking forward to seeing the final designs presented next month.

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.

Human-Robot Interactions

This month James Dwyer continues his progress on his MPhil research exploring human-robot interactions within factory and manufacturing settings. It is exciting to be exploring novel research in an area that will help shape the current and future strategy of a company such as BMW Group at its core. It is such a rare and exciting opportunity to be a part of this.

At the same time we continue to explore further research avenues for new MPhil and PhD research projects to be launched this year. Keep an eye out for further news in the coming months.

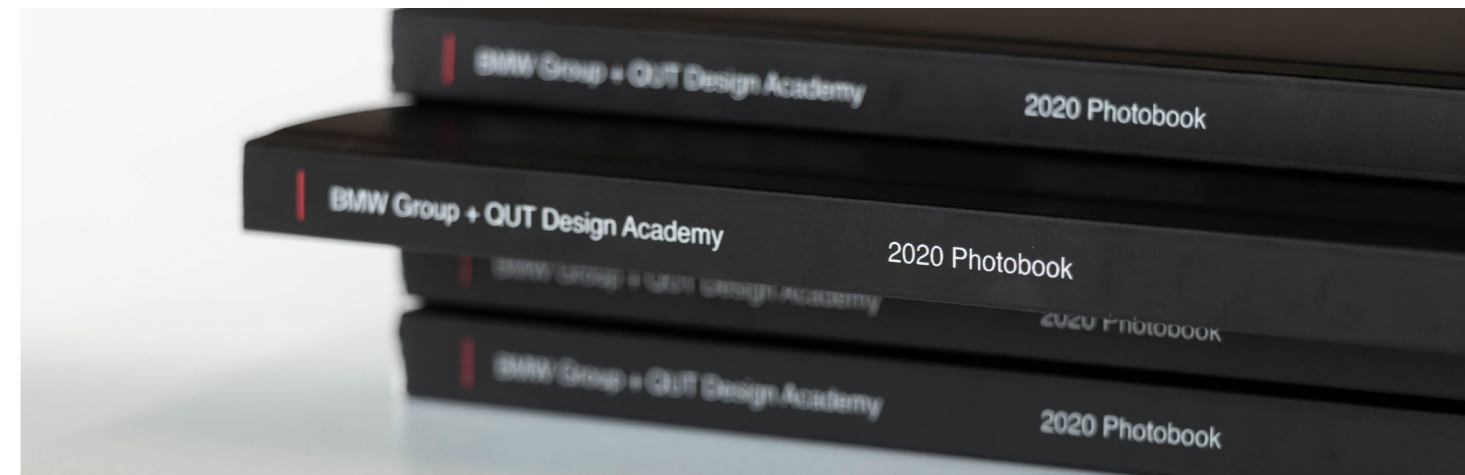
SPECIAL PROJECTS

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.

New Projects on the Horizon

Our Special Projects Program is picking up for the year and we will be working on a handful of projects starting in the coming weeks. Jordan Domjahn, our Design Associate + Special Project Lead, has been meeting with Dylan Sheppard, Digital Design Lead at [idealworks](#), to discuss the details and plans for these exciting projects. We hope to share some of this work with you all towards the end of the year.

FEATURE



CREATING OUR 2020 PHOTOBOOK

Jordan Domjahn
Design Associate + Special Projects Lead

You may have seen in our previous Newsletter that we highlighted our recently completed 2020 Photobook; in the following paragraphs I want to provide some background on the purpose of the Photobook, and insights into the process.

The Photobook was initiated late last year as another way to share more information about the QUT and BMW Group partnership, plus document personal experiences from our past BMW Group interns and the ever-growing list of students and staff who are – or have been – involved in the Academy. This is done through various categories, specifically our Internships and Special Projects Programs, Technology + Facilities, Automotive, Germany + Abroad, People, and finally an Extra Collection.

The images seen throughout the Photobook reference the breadth and depth of the QUT and BMW Group partnership. of the partnership. This includes some of the skills tha the Academy Internship Program helps to foster, and the outcomes from the first group of Academy interns. We have images that show the technology and resources we have available for staff and students in the office, which allows students to learn new skills and staff to work on unique projects with BMW Group. The Special Projects section contains several renders that show the result of a large (and ongoing) project with [idealworks](#) that most of the past BMW Group interns have contributed towards.

Also included in the book are images of Germany + Abroad. We felt it was important to show some of the glorious pictures and locales that our past BMW Group interns have visited, as the travel opportunities when living in Europe are a big part of the BMW Group internship program. Equally, the types of automobiles and concept cars seen in the Photobook are either rarely seen in Australia, or exclusive to the BMW Museum in Munich.

If you have not seen our 2020 Photobook just yet, we have a digital version available on our [website](#). Our 2021 Photobook will be much more detailed and equally as impressive as the 2020 edition, as we continue to expand and strengthen the operations here at the Academy. We are in the process of creating our next publication, the 2020 Annual Progress Report, and look forward to sharing it with you all soon.

BRIEFINGS



ACHIEVEMENTS

- Academy WIL interns presented their initial concepts for UI/UX Design project to BMW Group colleagues
- Impact Lab 4 students presented their initial concepts to Academy staff
- BMW Group + QUT Design Academy asked to prepare a video to showcase at the Brisbane Art Design, BAD 2021.

BMW GROUP PARTNER UPDATE

Dylan Sheppard
Digital Design Lead, idealworks (BMW Group)

April was a big month for us and our partnership with QUT, with progress being made on our upcoming projects and a big announcement from NVIDIA in the middle too.

Earlier in the year we initiated a collaboration with Loughborough University in England, after identifying an opportunity for a UK based design student to be part of a factory digitization project that is due to commence later in the year. We started the month by confirming a shortlist of design students who have applied for the internship position, and we are looking to confirm the chosen student soon.

Our factory digitization initiative and success with our NVIDIA collaboration was also announced in the NVIDIA GTC this month. BMW Group is proud to say they are using the NVIDIA Omniverse platform for the design,

simulation and testing of factories and production lines. This allows testing of human workflows and the ability to train, operate and orchestrate robots within the factory.

Lastly, we have also started planning and prepping for our upcoming iw.hub focused projects that Academy staff will also be involved with. We are looking forward to getting into these and growing the idealworks brand.

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