

BMW GROUP + QUT  
DESIGN ACADEMY

JUNE 2021

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NEWSLETTER

BMW GROUP 



# WELCOME



Welcome to our mid-year edition of the BMW Group + QUT Design Academy newsletter! The year has flown by so fast, and we are still so excited about the coming months in terms of internships, research and special projects. Our most important development this month has been the appointment of two new Junior Design Associates at the Academy; Epi Pereira and Timothy Lim. Both Epi and Tim are outstanding designers and were recently interning at BMW Group in Munich and returned to Australia earlier this year. They bring with them the necessary cutting-edge skills to round out our team for our Special Projects Program, and will work alongside Jordan Domjahn and our colleagues in Germany and the UK for an exciting new large-scale project for BMW Group.

We also send a HUGE congratulations to our colleagues at idealworks who won the International Intralogistics and Forklift Truck of the Year (IFOY) AWARD 2021 in the category "Automated Guided Vehicle" with its autonomous mobile robot the iw.hub. A wonderful recognition for all the hard work and excellence in product development for the team. Read their media release [here](#).

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.

### Semester 1 Academy interns finish

The four talented design students that we accepted as our Semester 1 Work Integrated Learning Interns completed their projects this month. Hsuan Lee, Myles Skelton, Leena Al Sallakh and Jungyeong Kim presented their final designs to BMW Group staff, again receiving high praise for their excellent work. They all displayed a consistent high level of professionalism, teamwork and design skills throughout their internships. We hope they were able to learn new skillsets that will be of value for their future careers. If you haven't already make sure you check out their blog posts about their experience at the Academy on our website

### Semester 2 Internships

We have already begun planning for our Semester 2, 2021 internship program, hoping to offer students some more unique and exciting real-world projects. We are currently in talks with BMW Group to finalise some more BMW Group projects that will only be on offer for this coming semester. This will include projects that are for BMW AG, MINI and idealworks brands.

## 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.

### Research Proposal and study on the horizon

Our resident Research Associate, James Dwyer, has his first big milestone coming up with his official Research Proposal due in early August. The study will explore the potential of social cues in industrial autonomous mobile robots using an innovative prototype study based in VR. We are looking forward to seeing how this develops and what new insights come from this research.

James and Rafael have also started to explore new Masters and PhD topics for 2022, with the aim to confirm new Research Associates at the Academy by the end of the year.

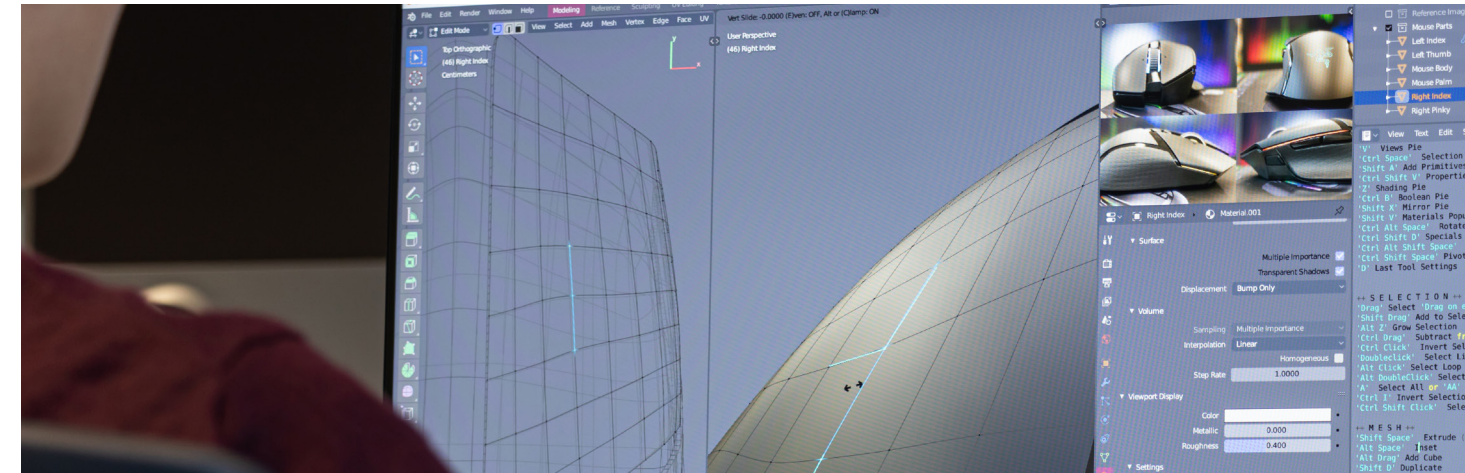
## SPECIAL PROJECTS

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.

### New Design Associates

We are very excited to confirm Epifanio Pereira and Timothy Lim as our new Junior Design Associates at the Academy. Both Epi and Tim were two of our 2020 BMW Group interns, having returned to Australia at the beginning of the year. They will start in the coming weeks and work with our Design Associate + Special Projects Lead, Jordan Domjahn, on projects for [idealworks](#). Epi and Tim bring to the Academy a wealth of digital visualisation skills, along with knowledge about some BMW Group projects due to their recent internship experience in Munich.

# FEATURE



## INTERNSHIPS: FOSTERING DESIGN EXCELLENCE

**Jordan Domjahn**  
Design Associate + Special Projects Lead

You might have seen in our March edition newsletter that Rafael reflected on our Internship Program, highlighting the key objectives and reasoning behind this 'pillar' of the Academy. In this short article, I wanted to add to Rafael's insights and provide a brief recap, including my perspective, of the program as a Design Associate and facilitator of this program over the last year.

Having interned at BMW Group myself, I have a personal understanding of the level of skills and individual attributes necessary or preferable to succeed in an internship in Germany. Because of this, I was excited when we launched our Internship program for Semester 2, 2020 and to be in the position to help students develop their own technical and personal skills. While Academy internship provides a pathway for a BMW Group internship, it also helps put students a step ahead of their peers during their final years of University. Furthermore, the skills we help students build provide immense value for their University projects and are highly regarded by potential employers.

Prior to launching the program last year, we created our own projects that would help students establish the same skills as a BMW Group internship program would ask from a QUT student. This internship program allows students to select a project from various options and develop skills in an area of interest or a field in which they might only have limited knowledge. At the beginning of this year, we added to our project options and offered Academy Interns the amazing opportunity to work on a live BMW Group project. This opportunity was a once-off for Semester 1; however, due to the excellent work and outcomes of the Semester 1 interns, we are having

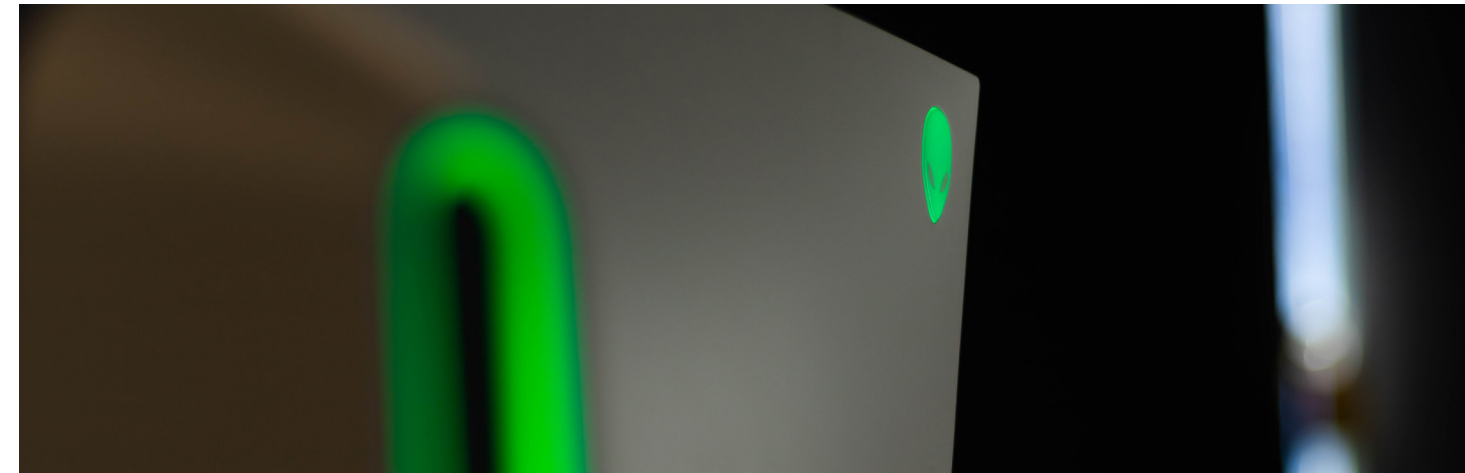


discussions with BMW Group about further unique projects. These will be available to students in Semester 2, 2020 and potentially next year, too. With our big announcement coming later in the year, we will have even more internship projects on offer for 2022, which will target further areas of design and skillsets.

Since we launched the Internship program last year, we have had a total of 8 students, with that number set to increase to 12 very shortly. These 8 students have all exceeded expectations and delivered incredible work. As one of the people who helped guide these students, I am very proud to see their internship experiences paying off. I greatly enjoy seeing the students become so enthused in the projects and achieve such a high work standard. These outcomes reaffirm to me that our Internship program is not only valuable but successful.

As we prepare for the next round of interns to start, I am already eager to see their work and development throughout their internships. With Tim and Epi joining the Academy team as Junior Design Associates very shortly, there will be a greater depth of knowledge that students can access and apply to their work. I can't wait to continue our Internship program and see QUT design students learn and succeed.

## — BRIEFINGS



### ACHIEVEMENTS

- Semester 1 Academy WIL interns have their final presentation to BMW Group staff in Munich and handover of work
- Epi Pereira and Tim Lim confirmed as Junior Design Associates
- Planning continues for our big coming announcement later in the year
- New Design Associate high-end PC arrives, including new monitors

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