

**BMW GROUP + QUT
DESIGN ACADEMY**

SEPTEMBER 2021

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Feature Article
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Academy Achievements

NEWSLETTER

**BMW
GROUP**



WELCOME



Welcome to our September newsletter to all our readers! September was another busy month, and the office has been bustling with activity as our academy Interns, Research Associate and Design Associates continue to work on super fun and interesting work across a range of initiatives and projects. It has been great for our interns to present to colleagues at BMW Group, and I am always impressed with how professional our students interact with industry partners. It has also been inspirational to watch our Design Associates continue working on projects that will change the future of advanced manufacturing and logistics.

This month we also began preparing our projected budget for 2022. We are incredibly excited about a whole raft of changes and additions to the academy in the coming year. We will increase our personnel, significantly expand our offices and spaces, introduce an exhilarating new addition to the academy, as well as expand our collaboration with BMW Group across a variety of fronts. It is such a pleasure knowing that even though we are all going through difficult times, this has not negatively impacted our partnership with BMW Group and our collaboration continues to grow during this period. We look forward to the next month as we complete projects with our Interns and they present to our colleagues at BMW Group in Germany.

All the best,

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.

Academy Interns present their ideas

Our four Academy Interns are making excellent progress on their respective projects this semester; both pairs have reached key milestones in recent weeks. Oliver Young and Søren Waldmann presented their initial concepts for an iw.hub peripheral device to both Academy and idealworks staff, while Jordan McNally and Josh Tulleners presented their app design to our BMW colleagues in Munich. We are very impressed by the work so far from all of our interns.

Impact Lab 4 students nearing project completion

Sophie Burton, Scarlett Curtis and Daniel Fisher are also progressing well on their Academy focused Impact Lab 4 projects. This month they delivered their initial concepts to us - Sophie with her Academy branding, Scarlett with her Academy management app, and Daniel with his corporate gift. We look forward to seeing their final designs soon and sharing them once the projects have been completed.

Industrial Design Capstone Unit

This semester we are mentoring Isaac Bonora through his Industrial Design capstone unit, where he is designing a communication device for the idealworks iw.hub. This month he also presented his initial concept to his peers, tutors, Academy staff, and of course the idealworks team. Isaac has been doing excellent work and we look forward to his final design presentation at the end of the semester.

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.

Continued work on Masters

Our Research Associate, James Dwyer, has spent this month drafting up his survey, which will be the first research study for his Masters project. This survey will be finalised shortly and deployed in the coming weeks.

James has also begun writing his formal Literature Review, another key part of his Masters. We will be able to share this in the near future so keep an eye out for updates.

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.

Additional projects for idealworks

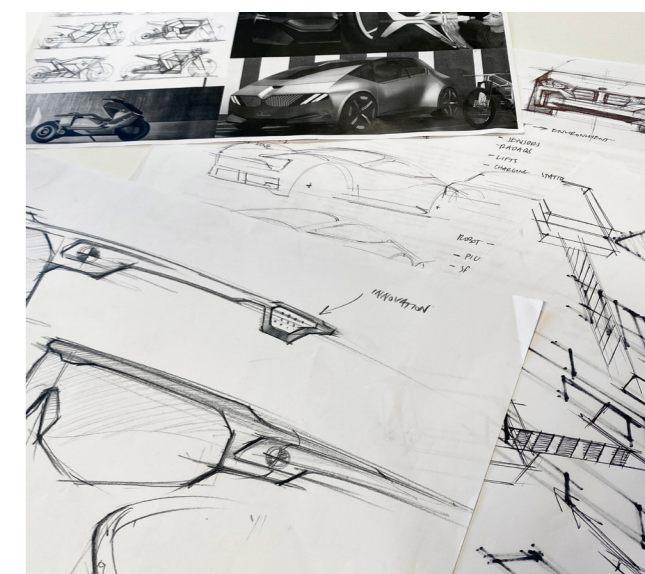
Our Design Associates completed a couple of projects for idealworks earlier this month, and have now shifted to creating some new digital assets. We have a more projects to be finished, or partially completed, prior to the end of the year. For now we can't say too much about them, but we look forward to sharing them in the near future.

FEATURE

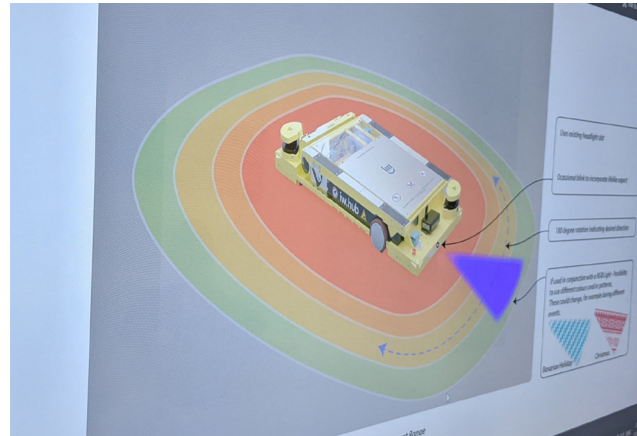


2021 SEMESTER 2 INTERNSHIP PROGRAM

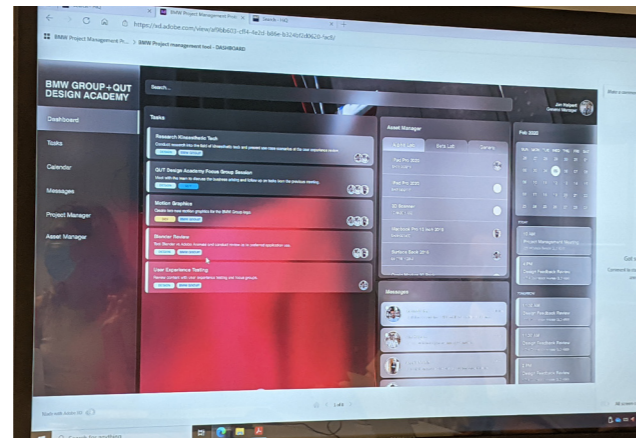
September has been a busy month for all of the students involved across our Internship program. Check out the following images to see some of their work to date.



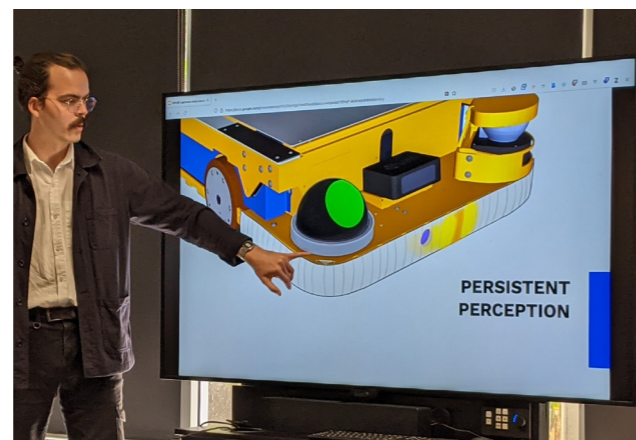
Academy WIL interns



Academy WIL interns



Some of the Impact Lab 4 initial concepts



Industrial Design capstone unit project

BRIEFINGS



ACHIEVEMENTS

- Video filmed as part of our big announcement coming at the beginning of next year
- Additional Academy funding received from BMW Group
- Academy Interns, Impact Lab 4 students and Industrial Design capstone student all reaching the initial concepts milestone of their respective projects
- Equipment purchases for the Academy team

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