

BMW GROUP + QUT  
DESIGN ACADEMY



DECEMBER 2021

Welcome  
Program Updates  
Feature Article  
Briefings  
Academy Achievements

—  
**NEWSLETTER**

Image sourced from:  
<https://www.press.bmwgroup.com/global/photo/compilation/T0264641EN/bmw-motorrad-vision-next-100-the-great-escape>

BMW  
GROUP





# WELCOME



Welcome to the final newsletter for 2021. It has been such a great year for the BMW Group + QUT Design Academy and we are grateful for the incredible support from our BMW Group partners. I would also like to thank the amazing team including Jordan Domjahn, lead Design Associate, James Dwyer, lead Research Associate, as well as Epi and Tim, Junior Design Associates, who without their support we could not possibly achieve any of these amazing outcomes. Finally, but not least I would also like to thank all of the students who have been involved in our journey this year including WIL Internship students, Impact Lab students and Industrial Design Capstone project students.

If you haven't already make sure you check out my blog post titled "2021; Another Mammoth Year", where I summarise our achievements and successes from 2021. Although it was a difficult year as a result of continued covid disruptions, we were thankful that we were able to go beyond our expected goals and grow all of our Programs including Internships, Research and Special Projects.

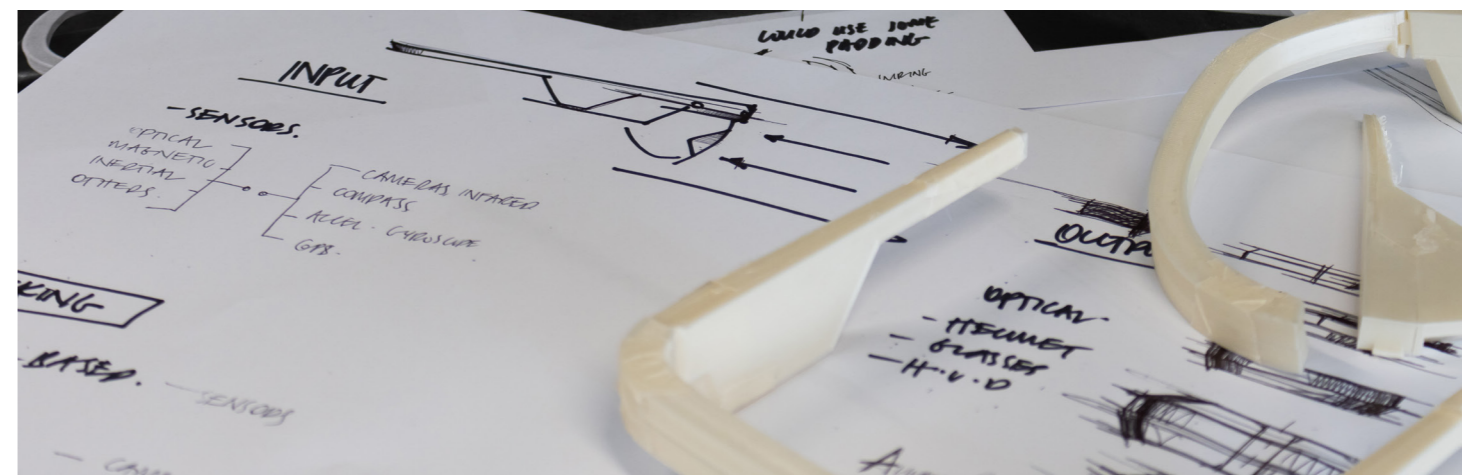
We are very excited about 2022 and a major reason is we hope to be able to host our BMW Group colleagues in person at QUT for the launch of another exciting milestone early in the year. With covid restrictions easing we also hope to be able to travel to Germany and report all of our successes to the BMW Group Executive team and continue to grow and strengthen our partnership.

We thank you all for your continued support. We continue on this exciting journey together and although we look back on 2021 with gratitude and a feeling of accomplishment we look forward to 2022 with even more excitement.

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.

### 2021 Internship Summary

2021 advanced our Internship program massively. In Semester 1, we welcomed 4 new students to the program, plus new real-world and live project offerings from an R&D team with BMW. Semester 2 increased our total number of Academy interns to 12. We continued our collaboration with BMW and idealworks, giving our students new industry projects to complete for their internships. Our 2021 interns were Myles Skelton, Jun Kim, Hsuan Lee, Leena Al Sallakh, Oliver Young, Søren Waldmann, Joshua Tulleners and Jordan McNally.

This year we also supported a handful of students who were completing their Impact Lab 4 unit. Our Industrial and Graphic design projects gave students an opportunity to create something unique - we even chose some of the designs to be deployed across the Academy. The 2021 IL4 students were Nicholas Malt, Katya Mathieson, Sophie Burton, Daniel Fisher and Scarlett Curtis. Lastly, we also hosted our first Industrial Design capstone unit project, where Isaac Bonora completed an interface and interaction design for the idealworks iw.hub.

### Looking towards 2022

Next year promises to be equally as successful for our Internship program. We will have another intake of

Academy interns each semester - this time with some automotive themed projects on offer, in addition to BMW Group projects and our existing Academy developed projects. We are also preparing to resume our BMW Group internship program if travel restrictions and conditions allow.

## 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.

### 2021 Summary

In 2021 we launched our Research program, bringing James Dwyer on board as our Research Associate. James is well underway with his Master's publication looking into 'Advances in Human-Robot Interfaces for Logistics Applications'. He recently deployed his first study as part of his research, with additional studies to come in the coming months. We have plans in place to expand our Research team in 2022 which will continue our research agenda in partnership with BMW Group.

## 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.

### 2021 Summary

This year our Special Projects program gained more traction. In the middle of the year we welcomed previous BMW Group interns, Epifanio Pereira and Tim Lim, as Junior Design Associates at the Academy. Epifanio and Tim are very talented and have strong 3D visualisation and animation skills.

We also continued work with our good friends at idealworks on their iw.hub projects, including an online configurator prototype, building out a digital asset library, and updating the AnyFleet application. In late 2021 we initiated a project for the Logistics Robotics team within BMW AG and began support on the digitisation of the BMW Hams Hall factory in the UK.

### End of 2021 and Early 2022 Projects

We will kick off 2022 with a busy workload; completing the aforementioned Robotics team and Hams Hall projects. We will continue putting some of our own special projects together, as part of our announcement which is just a few months away. For this, we are combining our skills in 3D modelling, visualisation and also Virtual Reality to create digital experience. Our Design Associates are excited to keep going on these unique projects in the new year.

# BRIEFINGS



## ACHIEVEMENTS

– Academy sponsored award for a Industrial Design final year project awarded to Daniel Fisher at the Design Festival Awards Night. Congratulations to Epifanio Pereira and John Hardy who were also nominated.

**BMW Group + QUT Design Academy © 2022**

info@bmwgroupqutdesign.academy  
www.bmwgroupqutdesign.academy  
@bmwgroup\_qut\_designacademy

Room D401, QUT Gardens Point  
Brisbane QLD 4000

**BMW GROUP + QUT  
DESIGN ACADEMY**