

BMW GROUP + QUT
DESIGN ACADEMY

BMW M Power

FEBRUARY 2022

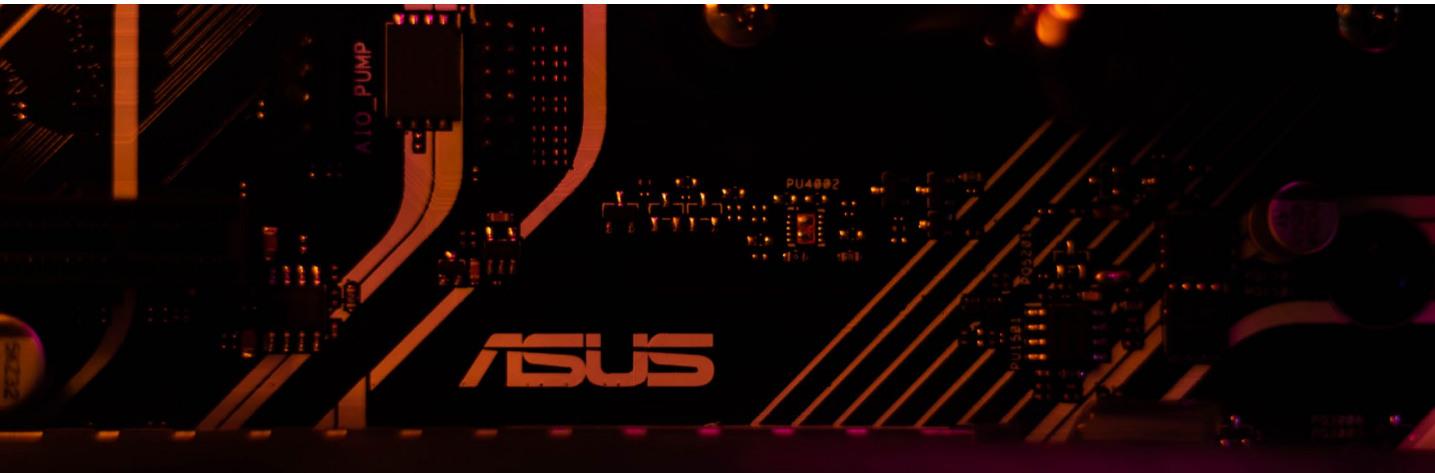
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NEWSLETTER

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WELCOME



It's exciting to be in the second month of 2022 with so many incredible projects and initiatives to look forward to already! The start of the year has involved a lot of preparation for the Academy relocation, organisation for the massive announcement we have coming up in March, and working on our Special Projects Program with BMW Group. If you haven't already, head to our website to read my latest blog outlining our major goals this coming year. We are thoroughly excited about a host of initiatives that we have in the pipeline already, and can't wait to share them all with you!

Of course, as always at the beginning of the year, we are also ramping with our internship program for Semester 1, 2022. We invite any interested QUT Industrial Design, Interaction Design, Interactive & Visual Design and Games students to apply for the program - if you are a student and haven't checked out information make sure to check out our Instagram and LinkedIn pages - likewise you can contact us on our email info@bmwgroupqutdesign.academy anytime. As we welcome our new cohort I am also excited for the potential to send some recent Academy interns to BMW Group in Germany to once again re-establish this exciting opportunity for QUT students.

Finally, the start of the new year is a good time to thank everyone for their continued support. Although the previous two years have been difficult in so many ways, we wish everyone a safe and prosperous 2022!

All the best,

Dr Rafael Gomez
Founder & Academy Lead

PROGRAMS



INTERSHIPS

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.

Applications open for Semester 1

This month we hosted an information session for QUT design students interested in applying for the Semester 1 Academy Internship program. Similar to last semester, the four positions we have are open to students from Industrial, Interactive & Visual, Visual Communication, Interaction and also Games Design disciplines.

We also confirmed our list of project options for the program this semester. There are a handful of exciting projects, which includes a new BMW project for a team in Munich, and for the first time, some automotive themed projects. We are looking forward to reviewing student applications early 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.

Masters of Philosophy Update

This month marks one year since our Research Associate, James Dwyer, started at the Academy. As part of James' research, he has been exploring the use of VR in the design process. This has been an exciting, challenging and valuable endeavour leading to some interesting discoveries for VRs potential applications in UX design, prototyping and human-robot interaction research. James has had several small design workshops with the Academy team, starting with mind mapping, storyboarding, and concept refinement before moving into several small experiments using the Unity and UNREAL engines to validate concept ideas. James ran a short online seminar this month to share some of the design outcomes and explain the process and challenges involved. We look forward to sharing more of James' discoveries in the potential of VR experience for the design process.

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.

Working Towards our Big Event

This month we have continued to support the BMW team and intern from Loughborough University, Matt Tilaks, at the Hams Hall engine plant in the UK on a factory digitisation project.

We are also nearing completion of Academy projects for our big event coming up in just a few weeks time. We can't wait to share these with you and will have some in-depth blog posts to upload to our website after the event.

FEATURE



THE ULTIMATE DRIVING MACHINE

Mike Lepre
Technical Associate

My love for BMW began early in life. I was in grade 3, and dad had crashed his Honda Prelude. He'd hit a patch of oil on the freeway, the car spun, and he'd been hit by a passing truck. I remember vividly when Dad was dropped back home by a tow truck, with the Prelude strapped to the back. The entire passenger side had been completely destroyed by the impact and was a mangled mess of steel and aluminium. If anyone had been in the passenger seat at the time they would have been seriously injured, or worse. Dad escaped with only a small scratch on his head. It was a wake-up call for Dad and with a young family he realised that what he valued most in a car was safety, and from that point onwards he'd only drive BMW.

Dad's first BMW was a Silver Grey e28 525e. It was my first experience of the brand, and my introduction to the concept of Sheer Driving Pleasure. My most vivid memory of the e28 wasn't the driving or the pleasure, but the doors. They were big and heavy, and needed to be absolutely slammed to have any hope of closing successfully. The car really felt as if it were built like a tank, somewhat appropriate for a German car. Dad kept to his word and would go on to drive another 5 BMWs.

My first BMW was a Brilliant Red e30 325i convertible. Her name was Penelope, and it was love at first sight. I have always been a fan of the shape and style of the "classic" BMWs, particularly the era of the 80s and early 90s. The round headlamps, modestly sized kidney grilles, and balanced proportions gave BMWs of the era an unmistakable presence on the road, and a cohesive design philosophy. I had also wanted my first BMW to be one that would age well, and that I could restore and keep for a long time. After many months of exhaustive

searching, I finally laid eyes on Penelope. She was a little rough around the edges. There was a cracked dash, a busted roof, leather torn and the stitching pulled away in places, but nothing I wasn't happy to fix. With only 110,000km travelled, the 2.5L straight six engine purred and still drove almost as new. We enjoyed many long drives together, including trips to the beach with friends and through local mountain ranges. Unfortunately, our time together was cut short. One morning a few years ago, I was driving home on the freeway when I hit a patch of oil, the car spun, and I hit the barrier. The car was a write-off, and Penelope was sent to the BMW racetrack in the sky.

Having had the privilege to drive both older and very recent BMWs, what I most enjoy is the similarities they share. Sure, a BMW from 2022 has tighter steering, a smoother transmission, more power, and drastically improved safety and features, but the underlying driving dynamics are the same. That feeling of being connected to the road; the confidence to drive to the limit. Nothing else drives like a BMW. It truly is The Ultimate Driving Machine.



BRIEFINGS



ACHIEVEMENTS

- Meeting in Adelaide with Adjunct Professor Dr. Gjoko Muratovski to discuss and plan a Future Mobility Studio and entry to an international design competition
- Expression of Interest presentation held for Semester 1 Academy Internships
- Applications opened for Semester 1 Academy Internships
- Dr Rafael Gomez invited to present to the BMW Club Queensland at Brisbane BMW dealership
- Presentation to the QUT Business Leader's Forum

EXTERNAL COLLABORATIONS

At the start of the month, some of our team flew down to the beautiful and sunny Adelaide to meet with Adjunct Professor Dr Gjoko Muratovski. Gjoko has an impressive CV which includes working with large automotive companies and Universities all over the world. We will be collaborating with Gjoko and his colleague in Canada, Antonio Islas, to help establish a Future Mobility Studio. More details surrounding the Studio and the work we are doing will follow in the coming months.

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