

BMW GROUP + QUT
DESIGN ACADEMY



MARCH 2022

- Welcome**
- Program Updates**
- Feature Article**
- Briefings**
 - Academy Achievements
 - BMW Partner Update
 - Special Thanks

NEWSLETTER

BMW
GROUP



WELCOME



Welcome to March, 2022 - a special month for us at the Academy. This is an exciting edition of the newsletter where we focus exclusively on a huge milestone - the unveiling of our newest research resource provided by BMW Group - the BMW M8 Competition Coupe supercar! The M8 is the pinnacle of BMW's M sports cars, and the most luxurious in the entire range. It's a beast with 460kW / 625HP and 725Nm of torque - travelling from 0-100Km/h in just 3 seconds. Phenomenal! Not only is it a genuine supercar, it is also a drop-dead gorgeous machine with stitched leather merino/alcantara seats, alcantara leather roof lining, carbon fibre bucket seats, 16-speaker harman-kardon sound system, bespoke 20" Michelin racing tyres and incredible BMW laser light technology. It truly is something to behold.

This incredible machine gives QUT design students - across Industrial Design, Interaction Design, Visual Communication, Fashion, as well as Games, IT, Mechanical and Electrical Engineering - a wealth of new learning opportunities across undergraduate and postgraduate degrees. It will also serve as a basis for further Special Projects with BMW Group across a range of areas. The endowment of this vehicle underscores the strength of the BMW Group and QUT relationship.

With the launch of this research resource we are also very proud to announce that we have scaled up our operations at QUT. We have moved from our Gardens Point campus to Kelvin Grove and have expanded our footprint to two offices; Alpha Studio, which will serve as our main design and work office, and Beta Lab, which will house the BMW M8 Competition and serve as a research and teaching workspace.

Enjoy this special edition of the newsletter. We can't wipe the smile off our faces...

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.

New Academy Interns

We'd like to congratulate Magnus Schultz, Elizabeth Moss, Ashley Fenton and Henry Gomez-Borowski, who are our Semester 1 2022 Academy Interns! Magnus, Elizabeth, Ashley and Henry are all Industrial Design students. For the projects this semester, Elizabeth and Ashley will be working on a BMW app re-design for our colleagues in Munich, Magnus will be exploring autonomous supercar interiors, and Henry will be designing a peripheral for the idealworks iw.hub robot.

BMW Group Internship program resumes

We are excited to say that our BMW Group internship program has resumed, with Søren Waldmann, one of our 2021 Academy interns, begin his internship at idealworks in Munich this month. This is excellent news given that the BMW internships have been on pause for the last couple of years. We are making plans to send more QUT design students to Germany in the coming months.

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.

Next Stages of MPhil

Our Research Associate, James Dwyer, has spent this month transitioning into the Virtual Reality prototyping stage and testing different methods for implementing social cues for autonomous mobile robots. He is also analysing his research results and formulating the discussion section of his publication.

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.

VR + AR Displays Shown at Launch Event

At the launch event of the M8 Competition, we showed off our Virtual Reality and Augmented Reality displays to guests. This was a fun and engaging way to show people some of our skills, knowledge and some possibilities of the technology.

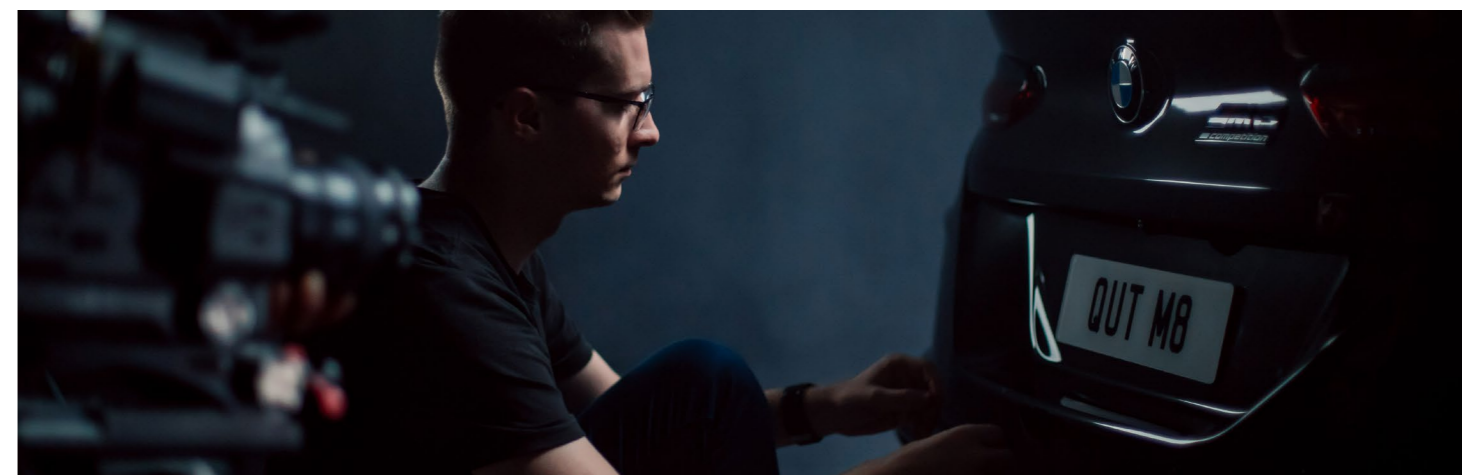
The VR display was a digital replica of our new Beta Lab workspace with an M8, which then transitions to a BMW factory full of 3D assets that have been created by the Academy and previous QUT interns.

The AR displays included a M8 wheel animation, M8 engine with annotations and a geometric, dynamic animation of the vehicle's surface.

We will have photos and blog posts on our website soon showing these experiences in more detail.



FEATURE



THE M8

Jordan Domjahn
Design Associate

As someone who has always been into fast cars, I am elated that I get to be part of the BMW Group and QUT collaboration and now have access to the M8. We have been keeping this under wraps since last year, so to share this news with the world is very exciting. The M8 was gifted to us by BMW in Germany, making us only the second University in the world to be gifted a car from BMW for teaching and research. We are the only University in Australia to have a resource like this available for students.

I still vividly remember the day we took delivery of the car at QUT Kelvin Grove; Wednesday 28th July 2021. It was a cool winter morning, but seeing the M8 (covered in a lot of dirt and grime) arrive on the tow truck was an awesome feeling. Hearing the twin-turbo V8 engine start up, sitting in the deep carbon bucket seats and admiring the many details on the car was the icing on the cake. Similarly, watching the talented folk at Stranger Films work their magic with the video shoot of the car was very cool. Smoke machines, lasers and various lighting set-ups all helped to make the M8 look dramatic and show off the design of the car. Personally, the M8 happens to be one of my favourite BMW's and a car I tend to obsess over. So, combine my love for cars, appreciation of the M8's design and style, plus my passion for design, and it's easy to understand why I'm so thrilled to have this vehicle here as a learning resource.

It has been great helping with the launch event and contributing to all of the other jobs since last year - things like the design of our new Beta Lab space, developing design projects for the interns, helping to create new branding and the signage for our new workspaces, 3D modelling the car for our AR and VR experiences,

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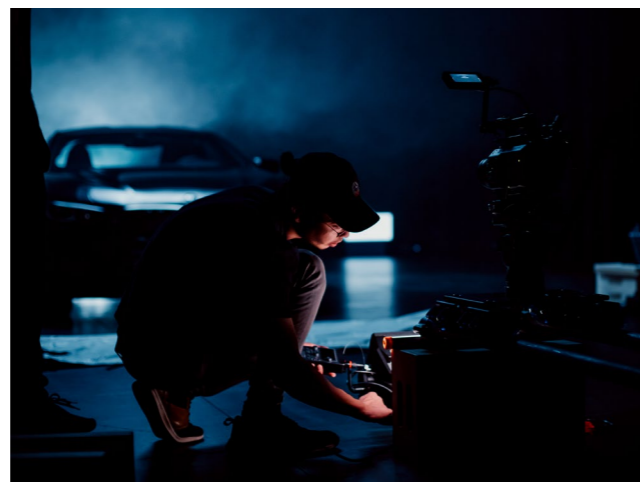
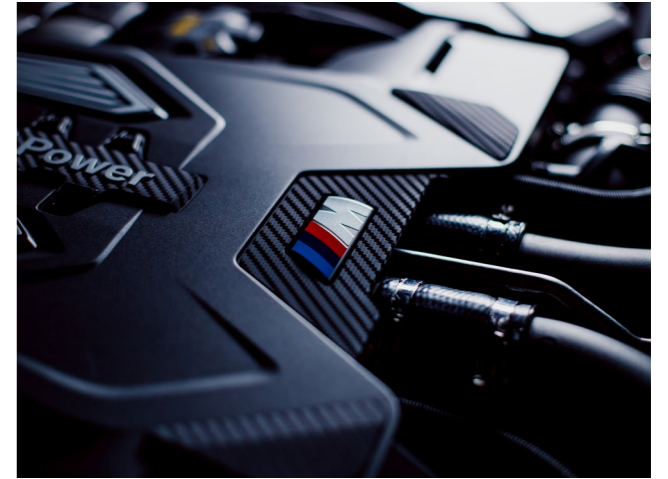
taking lots of photos, and I can't forget making the QUT M8 number plates for the car! I can't wait to have our interns work on automotive projects and learn from the car, and to see the project outcomes across first, second- and third-year design courses at QUT. Additionally, I am interested to see what comes of our Research and Special Projects programs with the projects that use the M8 Competition.

Please check out the images throughout this month's newsletter that show off the M8, plus some of the awesome behind the scenes photos that were captured when filming the announcement video with Stranger Films. Have a look at the QUT media release [here](#) for the full article, and to see the amazing launch video of the M8 Competition.



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BRIEFINGS

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ALPHA STUDIO

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BETA LAB

ACHIEVEMENTS

- Official launch event and announcement of the BMW M8 Competition and new Academy spaces: Alpha Studio + Beta Lab at QUT Kelvin Grove campus
- Progress made with partners Dr Gjoko Muratovski and Juan Antonio Islas Munoz on our first Speculative Futures Projects. This project involves a future mobility strategy for the 2032 Brisbane Olympics
- Academy Semester 1 WIL interns confirmed and projects commenced
- Søren Waldmann confirmed as 2022 BMW Group intern and began his internship at idealworks

BMW GROUP PARTNER UPDATE

Dylan Sheppard
Digital Design Lead, idealworks

March marks many important milestones for the Academy and idealworks programs. With travel restrictions lifting, we reignited our international intern exchange program with our first on-site intern Søren starting at idealworks in Munich. Søren has already begun his 9 month placement with the team in Munich, and we look forward to building up the number of students throughout the BMW and idealworks teams during the next months!

In a similar vein, with restrictions lifting on travel to Australia, Jimmy and I were at long-last able to officially handover the Academy research car, and celebrate the launch of the new Academy Brisbane offices. A much-anticipated event, the M8 launch night included many partners and industry connections built up over the last

four years of collaboration between QUT and BMW, and was a fantastic celebration of how far the program has progressed in such a short time. The impact of the work done both at the academy and through the internship programs in Munich has been far reaching, and the launch event drove this message home.

With its new home at the QUT creative industries, the research vehicle and academy offices will play an important role in promoting the ongoing internship program, as well as establishing a touchpoint for ongoing collaborations in research and innovation projects. We look forward to seeing how this resource enhances the learning experiences of design students and provides a gateway to experience the BMW brand and design strategy in a tangible way.

Lastly, while onsite at the academy, the team arranged a get together for previous BMW Group Munich interns and students taking part in academy projects from Brisbane. Since 2017 the program has grown to accommodate 26 student placements in Munich, and this event was a fantastic opportunity to connect with past interns and finally meet in person students carrying our remote research and projects in Australia. It was great to see the rapid growth of the program, and experience firsthand the positive impact the internship program has created in both expanding the network of ID at QUT, and seeing how students have progressed in their careers since taking part in the program.

We're looking forward to continuing the momentum set in the last months, as the academy settles into their new space, and projects continue to ramp up in Munich. Lots of exciting things in the works!

SPECIAL THANKS

We would like to extend a very special thanks to the following people: Jimmy Nassif CTO idealworks; Dylan Sheppard, Digital Design Lead idealworks; Prof Margaret Sheil Vice-Chancellor and President of QUT; Prof Mark Harvey Deputy Vice-Chancellor Business Development; Prof Scott Sheppard Deputy Vice-Chancellor International and External Relations; Prof Lori Lockyer Executive Dean CIESJ Faculty; Prof Lisa Scharoun Head of School of Design; Kelly Tomlinson; Elizabeth Kidd; QUT central events team; Nicolas Hjerquist; Nigel Oram; Harley Coustley; QUT facilities management team; QUT finance team; Brisbane BMW; QUT Faculty of Engineering; QUT Motorsport; Tony Walsh, Genevieve Larin and the rest of the Stranger Films crew; and of course the entire BMW Group + QUT Design Academy.



Adjacent images - QUT Media release.
Top image L/R: Associate Professor Dr Rafael Gomez (Academy Founder + Lead), Jimmy Nassif (CTO idealworks), Dylan Sheppard (Digital Design Lead idealworks & QUT alumni), Jordan Domjahn (Academy Design Associate).

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