

BMW GROUP + QUT
DESIGN ACADEMY



the glasshouse

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BETA LAB

BMW GROUP QUT

APRIL 2022

- Welcome
- Program Updates
- Feature Article
- Briefings
 - Academy Achievements
 - External Collaborations

NEWSLETTER



WELCOME



After a very frenetic March with so many activities and initiatives launched, April was a less strenuous month, although still busy planning for upcoming events in the middle of the year. As we settle into our new office spaces at Kelvin Grove and we begin to launch some of our new initiatives with the BMW M8, we are already seeing significant uptick of interest from external collaborations. We have exciting events coming up with RACQ, Brisbane BMW, BMW Club Brisbane and several others, which we will discuss in more details in our upcoming newsletters.

We have also begun working with the Impact Lab 4 students this semester. The IL4 students are involved in some exciting projects focused on storage, and demonstration furniture, information design and information management systems. We're excited to see the ideas develop and look forward to the students presenting final designs in the coming weeks.

We're also very excited about a new Special Project from BMW Group. The Academy team is working on future vision concepts of a key product to be launched in the near future that incorporate cutting-edge electronic components, a new design language including form and aesthetics, and state-of-the-arts interactive technologies among other novel elements. Although we can't discuss it in detail, we will showcase some preview images in the coming weeks! The entire team is super excited about this project as it utilises our strengths as a team and is the kind of task we enjoy as designers. We look forward to sharing more on this soon.

Thanks for keeping up to date with our activities!

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.

2022 Semester 1 WIL interns

Our new Academy interns hit the ground running this month, starting their internship projects and making great progress already. Magnus Schultz, Henry Gomez-Borowski, Ashley Fenton and Elizabeth Moss are all working hard and have had meetings with our BMW Group colleagues about their respective projects.

New Impact Lab 4 Students

This month we also confirmed the four students who will complete Academy projects for their Impact Lab 4 unit. Congratulations to Ethan Brown, Harrison Newberry, Tobias Benson and Tyler Hocking (pictured above) who were chosen this semester. Ethan is completing our Academy Beta Lab interactions project, Tobias is continuing to develop the Academy management app that was designed by Scarlett Curtis in IL4 last year, while Harry and Tyler are both designing some presentation and storage solutions for our Beta Lab workspace. We look forward to sharing their work with you in the coming weeks.

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 VR Development

Our Research Associate James Dwyer has continued to develop the Virtual Reality prototype that will be used to test different methods for implementing social cues for autonomous mobile robots. James will also be presenting to Games Design students next month and sharing his methodology and knowledge of VR in 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.

New Work for our Design Associates

While we will be managing the website moving forward, our contribution to the SORDI website wrapped up this month as it is due to launch in the coming weeks. Our Design Associates have now moved on to a new project for our colleagues at idealworks; we will be presenting some ideas for the next generation of the iw.hub Autonomous Mobile Robot. This is a fun project that we are very excited to get started on. Unfortunately we won't be able to share images or details of the designs for a quite some time.

FEATURE



ALPHA STUDIO + BETA LAB

Jordan Domjahn
Academy Design Associate

This month I am excited to talk in detail about our two new workspaces at QUT Kelvin Grove; Alpha Studio and Beta Lab. We moved into these new rooms late March, just before the launch and announcement event of the M8 Competition Coupé.

Alpha Studio

The Alpha Studio is our design and education workspace. Formerly the Academy office we had in D401 at Gardens Point campus, the Alpha Studio in Z2-308 is much the same in terms of set-up and purpose. Our team of Design Associates are based here and work on the Special Projects program, while our interns work here each semester completing their Work Integrated Learning units and unique design projects.

In this space we have workstations with high-end PCs, a presentation and meeting space, plus plenty of floor space for walking around and testing in Virtual Reality. Some minor renovations are currently underway to freshen up the space, and once complete will allow us to install some signage, whiteboards, a large display screen, and plenty of posters and displays showing off past intern projects. We will share some images of the room when it is all completed.

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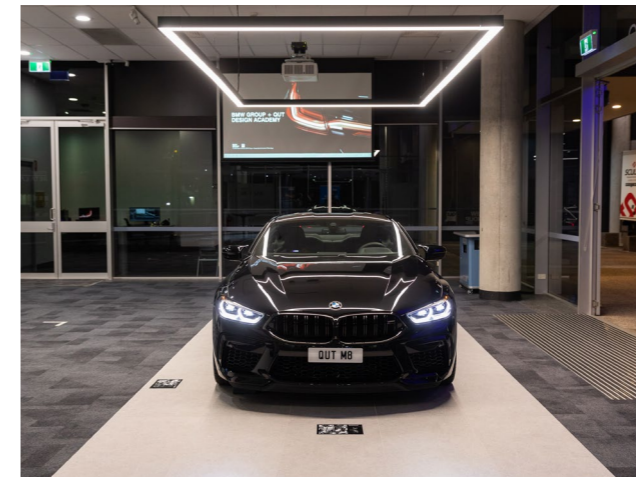
Beta Lab

The Beta Lab in Z2-407 is our 'hero' space. Positioned in what is better known within QUT as The Glasshouse, we are overlooking the Parer Place courtyard at the southern end of the Kelvin Grove campus. The Beta Lab is easily identifiable by our signage, particularly the bold red line that runs around the exterior glazing of the room. We refer to the Beta Lab as an advanced research and teaching workspace; it is where our Research Associates conduct their project work and will also host a number of school and studio group tours, presentations and events, plus workshops and activities.

This room was extensively renovated in the few months leading up to our March launch event for the M8 Competition. We were actively involved in the design and decision-making of the room, ensuring that the room was presented in a way that reflects the Academy and does justice to the car, in addition to having flexibility to cater for a variety of projects, visits and workshops. In future we will add some more branding to the interior, plus implement a number of physical and digital (AR) presentation and display pieces. In the coming weeks we will start our public opening hours, allowing students, staff and other guests to come and see the Beta Lab space, the M8 Competition and learn about the Academy. Opening hours will be during select hours each week.

The expansion to two new (and big) spaces at QUT is a positive sign of the investment and support that we have from both QUT and BMW Group. If you are ever on campus at Kelvin Grove, come and say hi!

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BRIEFINGS

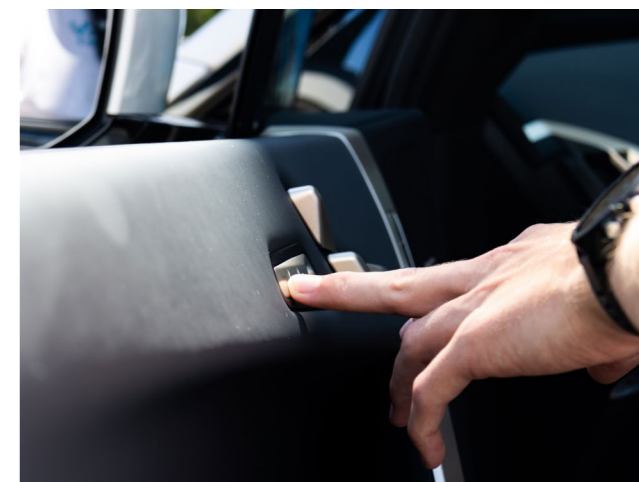


ACHIEVEMENTS

- Impact Lab 4 students confirmed and projects commenced
- Hosted DNB215 Personal Transportation unit for presentation plus viewing and interaction with Academy BMW M8 Competition
- Contribution to SORDI website for website launch
- New idealworks (BMW Group) project started
- Plans underway for showcasing the M8 Competition vehicle and Academy at a large event in June

EXTERNAL COLLABORATIONS

Following Easter weekend we hosted Levi Swann's DNB215 Personal Transportation unit at our Beta Lab space. Brisbane BMW were also present with the iX and iX3 models. Students were able to hear from Brisbane BMW Product Experts about the technology and features of the iX and iX3 vehicles, then interact with the cars, in addition to checking out the M8 Competition at the Academy. Students were there to analyse and understand the various technology and features of the vehicles, looking specifically into human-machine interactions. They will consider how they can apply technology and interactions to future micro-mobility concepts. The cars were also a perfect opportunity to explore the ergonomics and other critical user experience elements and features of the different BMW models. This was the first of many studio groups and sessions we will host for design students at QUT. We cannot wait for more of these in the future!



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info@bmwgroupqutdesign.academy
www.bmwgroupqutdesign.academy
@bmwgroup_qut_designacademy

Z2-308 + Z2-407, QUT Kelvin Grove
Brisbane, QLD

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