

BMW GROUP QUT
DESIGN ACADEMY

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NEWSLETTER

WELCOME



Welcome to our July newsletter! Although July lands in the mid-semester break between classes, it has been one of our busiest months with various important and exciting events happening. First of all the BMW Group + QUT Design Academy were invited to be part of the “QUT & Monash Design Week; Design for Change” event. This was organised between the two universities across both Brisbane and Melbourne to explore the power of innovative design-led research, philosophies, techniques, and methodologies in reframing and solving complex societal problems. We were invited to showcase our research capabilities and design labs to attendees. We were also invited to present a keynote alongside our Project Partner, Prof Gjoko Muratovski, on future mobility revolution as well as another presentation on our emerging research program across Transport and Mobility within the School of Design. In the same week our team was invited to attend the CARRS-Q (Centre for Accident Research & Road Safety) 25 year celebration bringing together local industry for events, exhibitions and panel discussions. We were thrilled to be involved with all of these exciting research events and thank QUT School of Design, QUT Design Lab and CARRS-Q for the invitation. Thank you to the entire Academy team including Jordan Domjahn for such great leadership and involvement.

Another fantastic update is that we launched a new Special Project with BMW Group in the UK. Although we can't discuss the details at this stage it is evidence of the breadth and depth of work we have ongoing with BMW Group globally - more to come with this in the near future.

Finally, we are super excited to welcome Mohammad Faramarzian to the Academy team. Mo is a multimedia specialist and joins us as an expert intern to help us on applications of augmented and mixed-reality projects for BMW Group projects. You will hear more about Mo and the incredible projects he will be supporting us with in the coming weeks and months.

Enjoy the read!

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 Internships and Projects

We have a very busy Semester 2 ahead of us, with the Academy team hosting four interns as part of our regular Work Integrated Learning Internship program, plus projects for two Impact Lab 4 students and up to three Industrial Design Capstone students. Late July we have started to take applications and will be able to confirm the successful students in early August.

Project choices for WIL, IL4 and Capstone cover automotive, emerging technology, robotics and logistics, and 3D modelling and visualisation topics. We also have a new live project for BMW in the infotainment area for two of the Academy WIL interns.

BMW Group Internships

BMW Group Internships are returning! After a couple of years on hold, we have now been able to open up applications for the 2022 intake of design interns at BMW Group in Germany. We are currently reviewing the applications and will be sending 5 students overseas before the end of the year. 2023 positions will be advertised towards the end of this year.

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.

Design Week

This month QUT and Monash University teamed up for their annual Design Week; a research symposium across Brisbane and Melbourne to conduct workshops, tours and build stronger partnerships across design research. Many of QUT's research leaders from Industrial Design were involved in presenting and showcasing their respective projects and research labs. This included Academy Founder + Lead, Associate Professor Dr Rafael Gomez, who shared a presentation about the Academy, followed by a keynote on the Mobility Revolution alongside Professor Gjoko Muratovski from Deakin University and Project Partner at the Academy.

Our Research Associate James Dwyer also presented during Design Week, discussing social interfacing with Autonomous Mobile Robots and the opportunities and challenges for VR within the prototyping process. This links in with his current Masters project due to be completed at the end of the year.

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 Project

July marks the start of a new Special Project, and the first of our collaboration with BMW Plant Hams Hall in the UK. We are working with the Innovation & Digitalisation Manager on a future vision project. If possible we will share information of the project as it develops and is delivered.

New Design Associate

We are very happy to welcome Mohammad Faramarzian to the Academy team. Mo is a Multimedia Specialist, Product Designer and Animator. He has incredible skills, knowledge and expertise across multimedia, web design, 3D animation, audio design, video production, film making, photography and everything in between.

He is a PhD student with the Centre for Accident Research and Road Safety - Queensland (CARRS-Q) at QUT, and is joining our team as a Design Associate while he completes an industry internship with us. His research is about Intention Awareness (IA) in Automated Vehicles using an AR Human Machine Interface (HMI). Mo will be helping us out on the application of augmented and mixed-reality projects for BMW Group. We are very much looking forward to having him here and working with him.

FEATURE



MY EXPERIENCE SO FAR

Søren Waldmann
Design Intern, idealworks GmbH

My internship at idealworks has hit the halfway mark of what has been a very enjoyable experience. Idealworks has given me the opportunity to work on a range of different topics which have broadened my skills and understanding. A fair share of the work so far has been with 3D assets, in particular for synthetic data generation. Synthetic Data is used to teach the iw.hub autonomous mobile robot about its environment and helps improve the decision-making process when out in factories and warehouses. Essentially, we are teaching the artificial intelligence within the robot. This is parallel work to the SORDI page that was recently released by BMW, which previous interns and current Academy staff have been a big part of. The generation of this data is carried out through the NVIDIA Omniverse platform which has been another exciting tool to learn and integrate into my processes.

One of my upcoming projects will also be the first in-depth user study of the AnyFleet system at idealworks' customers workplaces. Having done some user orientated research at University I am excited to apply some of the skills to a real-life study, and hopefully we can push the direction of the management app in the right direction. For those who are unfamiliar with AnyFleet, it is the application and user interface that the iw.hub's are controlled from. The research study will also be interesting as most of it will be in German, ensuring we collect accurate and meaningful data will therefore have an extra layer of complexity.

The last major area of work has been some traditional industrial design work. Over the last month two projects have come up that I have had the opportunity to have a major influence on. It was very enjoyable being able

to take a project further than most university assignments and refine all the little details right down to the nuts and bolts. The industrial design degree at QUT had equipped me with a good foundational skillset and the confidence to present my ideas. Working with some of the engineers at idealworks expanded my knowledge and refined university taught skills, especially when it came to preparing for manufacture. The first prototype should hopefully arrive at the office over the next few weeks which I am very excited for.

As I continue on towards the second half of my internship I am growing more confident in my abilities and am excited for the challenges ahead.

Image sourced via: <https://www.linkedin.com/company/idealworks-gmbh/posts/?feedView=all>



BRIEFINGS



ACHIEVEMENTS

- Internship, IL4 and Capstone projects confirmed
- Information session hosted and Academy internship applications opened
- BMW Group Internship applications opened for 2022 intake
- Mohammad Faramarzian joins the team as a Design Associate Intern
- Dr Rafael Gomez and James Dwyer present during Design Week
- New Special Project for BMW Plant Hams Hall (UK) started

EXTERNAL COLLABORATIONS

Early July we were invited by Brisbane BMW to see the final designs from QUT's DNB215 Personal Transport unit. Brisbane BMW very kindly put on a very well presented exhibition at their Fortitude Valley showroom, displaying the BMW themed projects from the DNB215 unit. Congrats to the students on their work and to the award winners selected by the Brisbane BMW team.

Mid July we were also invited by the CARRS-Q team to attend their Future Mobility event at RACQ's Mobility Centre in Mt Cotton, as part of their 25th birthday celebrations. It was a great day and wonderful to hear about what people in academia and industry are exploring or developing in areas like tech, safety, city planning, communities, people and health for future mobility solutions and experiences. This was followed up by the opportunity to present to guests and show them our M8 Competition vehicle and Beta Lab space. Thank you again to Ronnie and CARRS-Q for the invite!

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