

BMW GROUP + QUT
DESIGN ACADEMY



SEPTEMBER 2022

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NEWSLETTER

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ALPHA STUDIO

The BMW Group + QUT Design Academy Alpha Studio is a workspace focused on design and education. The Academy leverages advanced technologies to work on cutting-edge BMW Group projects and research, in addition to hosting an internship program which helps to upskill undergraduate design students.



BMW
GROUP



WELCOME



Welcome to the September newsletter! It has certainly been a busy part of the year with many events being organised at our Beta Lab space, including Alwyn Hunt from Adobe and the QUT Future You STEM Summit with 30 high-school students working on future transport concepts. There were also various deadlines completed from our students this month. Our Work Integrated Learning interns are hitting their strides with their projects and had their mid-semester presentations. Likewise, our Impact Lab students had their mid-journey presentations online this month. Leo Liang, the industrial design students who was selected to complete his capstone project through the Academy, also completed his initial concept presentation.

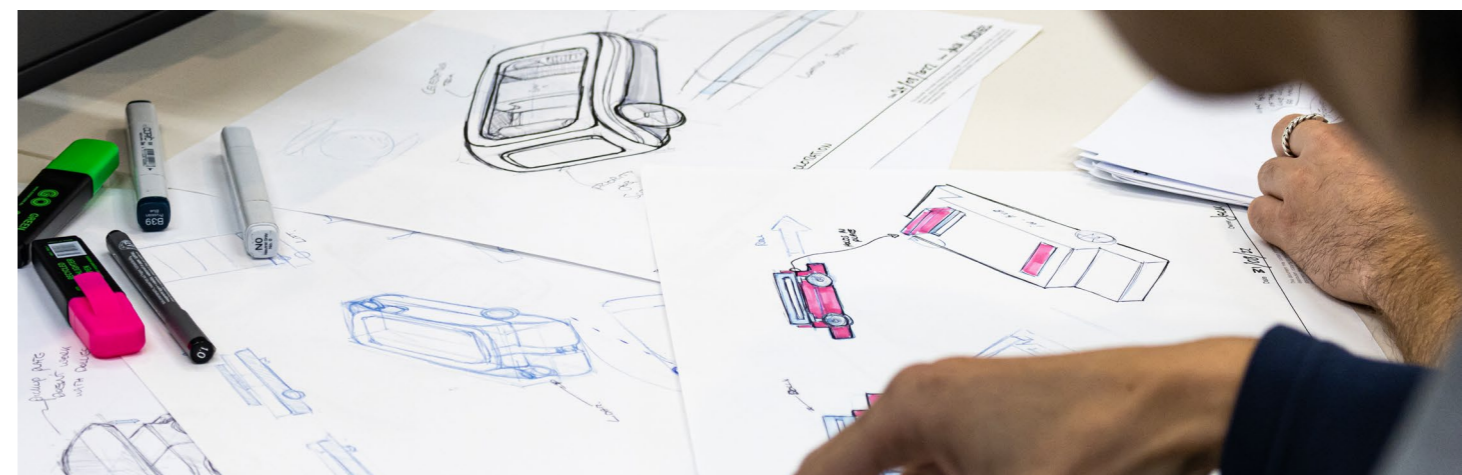
Beyond this we've started progressing with three of our latest Special Projects with BMW Group across the globe. We officially started a new initiative with Hams Hall factory in the UK - which is an exciting visionary project that will keep us busy through to next year. For now, we can't discuss much about what this involves but will reveal more information as soon as we can. We're also working on a very cool animation for BMW Group Tech Office in Munich as well as another special project with Brisbane BMW to help promote the new i7 which is being launched later this year.

Finally, we are super excited to announce that our Junior Design Associate, Epi Pereira, was awarded a Good Design Award in the Next Gen category for his honours project in Industrial Design. Epi continues to rack up the awards - this being his third prestigious award he has collected. Congratulations to Epi - we are so proud of his achievements!

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 Interns Initial Concepts

During the middle of September we reached the halfway point for our Semester 2 WIL interns. Both pairs of students presented their initial concepts to the Academy team and our BMW Group colleagues in Germany. Jack and Kenny are making progress on their industrial design project, designing a 10yr future vision concept for the idealworks iw.hub robot plus presenting a packing design for the current generation of iw.hub. Meanwhile Bianca and Natalie shared their design concepts for passenger infotainment and in-car games, for the new BMW i7 vehicle. We'd love to share this project, but for now we cannot as parts of the design might be implemented by BMW Group in the near future (fingers crossed!). We are very impressed with the quantity and quality of work that all four students have put in so far, and we are looking forward to seeing their designs progress in the coming weeks.

Industrial Design Capstone Initial Concepts

This month Leo Liang presented his initial concepts for our 'smart peripheral design for future autonomous vehicles' project. Leo has some interesting ideas around the integration of technology into cars, to help communicate with pedestrians and bridge the gap between people inside and outside of vehicles. We are excited to see his concepts develop in the coming weeks as he works towards the final presentation.

Impact Lab 4 Initial Concepts

Our two Impact Lab 4 students, Blake McCormick and Jordan Sheather, also shared their initial concepts for their respective projects this past month. Blake is working on a coffee station design, which is starting to take shape now that some Academy styling has been applied. Jordan is working on concepts for BMW owners who are camping at race tracks for motorsport events.

2023 Games Design Capstone Project

Lastly, we can now mention that we will be offering a BMW Group project to the 2023 QUT Games Design students completing their capstone project. This project opportunity has come through the infotainment innovation team within BMW, which a number of our previous Academy interns have worked with on various UI and UX design projects. This will be a commercially sensitive project, so details will be limited for now.



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.

MPhil Thesis Submission

We are very excited to say that our Research Associate, James Dwyer, has just submitted his thesis for his Master's scholarship. James' research looked into 'Advances Human-Robot Interfaces for Advanced Manufacturing', with a particular focus on social cues and interactions between autonomous logistics robots and factory workers. James used a game engine and Virtual Reality to prototype and develop his second research study as part of his Masters. Research papers and James' thesis will be published to our website shortly, so keep an eye on the [Publications page](#) if you are interested in reading his work. James is looking to begin a PhD in 2023, so it will be sad to see him depart the Academy in the near future.

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.

A Busy Month

This past month has seen our Special Projects program accelerate quite rapidly. We have been working on the set-up and planning of the BMW Hams Hall future vision project, which will see us deliver the part of the project by end of year, with the remaining (and major portion) to come sometime next year. We have a huge amount of work to do for this project, however we are very excited to see it come to life and push ourselves to achieve the level of quality we're aiming for.

Further to this, we spent a day at the Brisbane BMW dealership checking out the new i7 vehicle. We 3D scanned and photographed the car as part of the Augmented Reality project we are doing, which will be presented at the end of the year as part of the Brisbane launch of the vehicle.

Lastly, our resident animation specialist and Design Associate, Epi Pereira, has been working away on a couple of short 3D animations for BMW TechOffice as part of [SORDI](#). The first animation was created for internal use and assisting with pitches and stakeholder meetings, in addition to general promotion and showcasing the capabilities of the SORDI dataset. The second animation was created to be part of the SORDI hackathon advertising, and will be seen online and across social media platforms soon. Both animations will be on our website in the near future once public.

BRIEFINGS



ACHIEVEMENTS

- Academy Design Associate, Epi Pereira, receives a Good Design Award for his Industrial Design Honours project, titled Overwatch. A huge congratulations goes to Epi for this prestigious award!
- Semester 2 Academy Internship program initial concepts presentations
- Academy outreach and events continues to grow, through hosting an Adobe presentation and being part of the 2022 QUT Future You STEM Summit
- Entry signage installed for our recently renovated Alpha Studio (see newsletter cover image)



EXTERNAL COLLABORATIONS

This month our Beta Lab space was a fitting location to host a presentation by Alwyn Hunt from Adobe. QUT design students were able to see the potential of the Adobe Substance programs, hear an overview of the Substance programs, details about the general workflow and some use cases for design projects. This was followed by a short demo which highlighted the automotive applications of the Substance programs.

Our most notable event in September was the QUT Future You STEM Summit session. We hosted 30 students from a number of high schools, participating in a taster session that we created. They were tasked with designing and pitching a future mobility solution relating to themes such as safety, user experience and the application of emerging technologies. It was genuinely so great to see all of the groups work together to design and present some creative ideas and approaches, to design opportunities and problems within the context of future mobility - we were really impressed!



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