

**BMW GROUP + QUT
DESIGN ACADEMY**



DECEMBER 2022

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NEWSLETTER

**BMW
GROUP**



WELCOME



It is that time of year again, the final newsletter for 2022. Once again, we are so thrilled with the incredible year for the BMW Group + QUT Design Academy. We are always so grateful for the amazing support from BMW Group and idealworks who continue to support this partnership. I would like to thank the entire team at the Academy who keep everything functioning smoothly, including Jordan Domjahn, James Dwyer, Mike Lepre, Tim Lim and Epi Pereira. We also had the incredible input from Mo Faramarzian, who assisted with various special projects in the second half of the year as part of his PhD internship. The team continues to work tirelessly on the various Programs including Internships, Research and Special Projects. We also thank all of the students involved throughout the year including the excellent WIL internship students, the talented Impact Lab students and the various students who, in their final year, are chosen to work with the Academy team on bespoke projects.

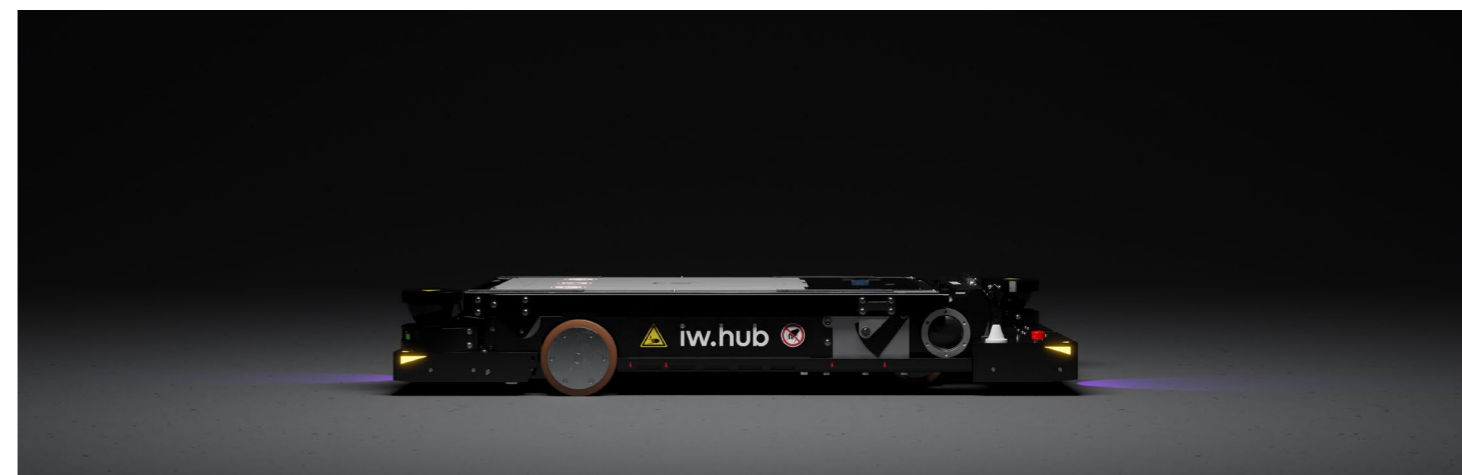
There were many incredible highlights in 2022 but perhaps the standout was the launch of the BMW M8 Competition Coupe unveiling in March. BMW Group gifted this incredible supercar to the Academy to support various teaching and learning initiatives. With this outstanding machine we are able to teach students about many aspects of design and give us the capability of conducting some fascinating research on the future of vehicle and automotive design. Another wonderful achievement this year was the ability to send our students to BMW Group in Germany as Covid restrictions were lifted around the world. We have sent a large cohort of students as interns late in 2022 and we will reveal more about this in the coming weeks. Make sure to keep an eye out on our blog posts in the coming weeks with a detailed summary of 2022.

Finally, we thank all of you for your continued support. We continue on this exciting journey and although we look back on 2022 with gratitude, we are confident that 2023 will be an even bigger year as we extend our ever-growing partnership with BMW Group and idealworks further.

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 Summary

2022 was another huge year for our Internship program. We had a total of 11 Academy interns throughout the year: Elizabeth Moss, Ashley Fenton, Magnus Schultz, Henry Gomez-Bowrowski, Jack Castles, Kenny Lin, Bianca Durcau-Vaida, Natalie Smith, Kilian Frunz, James Boughen and Jake Day.

We only had one BMW intern this year: Søren Waldmann, who worked at idealworks on a variety of digital and hardware projects. However, we have an announcement about the 2023 BMW interns coming soon.

We also continued to offer Impact Lab 4 projects. Our 2022 IL4 students were Toby Benson, Ethan Brown, Harry Newberry, Tyler Hocking, Blake McCormick and Jordan Sheather. Lastly, we offered another Industrial Design Capstone project for Semester 2, with Leo Liang being the student we accepted for this project.

Congrats and thank you to all the talented interns we had this year. As we look forward to 2023, we will be continuing our Academy internships, IL4 and ID Capstone involvement, a Games Design Capstone project (more info to come), plus resuming our BMW Internship program.

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.

2022 Summary

This year our Research Associate, James Dwyer, completed his Master's scholarship and project with us. James' research explored Advances in Human-Robot Interactions for Manufacturing and Logistics Applications, with a particular focus on social cues and communication methods between AMR's and factory workers. He created a VR prototype for the second study, and submitted his thesis late this year.

Next year we'll be welcoming a new Research Associate, completing her PhD under primary supervision of our Founder + Lead, A/Prof Dr Rafael Gomez.

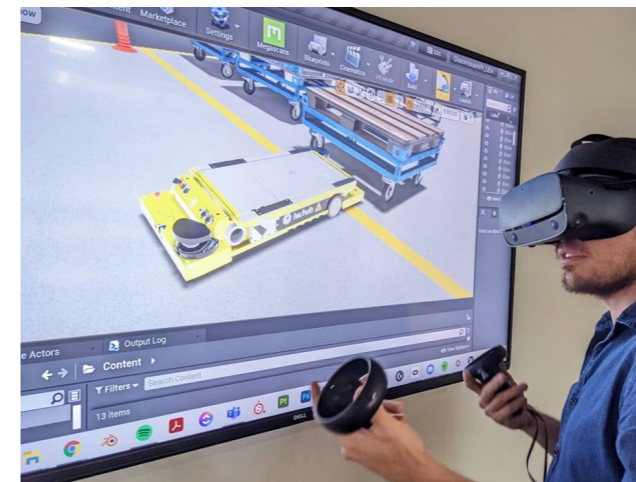
SPECIAL PROJECTS

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.

2022 Summary

This year our Design Associates were kept busy with a number of projects for idealworks, TechOffice and Hams Hall teams, plus the Brisbane BMW dealership; we supported idealworks, created animations and promotional material for SORDI, and also we kicked off a massive future vision project for the Hams Hall team in the UK. In addition, we developed some AR experiences for Brisbane BMW and the i7 launch.

In 2023 we will be very busy with the Hams Hall project, plus completing some smaller design projects within the Academy when time permits.



BRIEFINGS



ACHIEVEMENTS

- Academy sponsored award for a Industrial Design final year project awarded to Isaac Bonora at the QUT Design Festival Awards Night.
- Hosted the December meeting (incl. a presentation) for BMW Club QLD
- 2021 Photobook completed (see [Publications](#) page of website). Printed version and 2022 Photobook coming very soon

EXTERNAL COLLABORATIONS

2022 Summary

This year we participated in a number of events, presentations and student engagement opportunities. The notable items on this very long list include formal events such as: M8 Competition unveiling event, German Australian Science & Innovation Week and the QUT International Agents showcase. Presentations and social events included: QUT Open Day, School of Design Open House, QUT Reality Labs, RACQ MotorFest (off campus), Brisbane BMW + QUT Drive Day, and BMW Club QLD. Lastly, key educational events and workshops involved: DNB215 Personal Transport, QUT Future You STEM Summit taster session and QACI Kelvin Grove.

Across these events we got to meet a large variety of people, coming from QUT (staff and students), education, the wider design industry, Government, BMW Group in Germany and Australia, and local clubs.

BMW M8 Competition

Perhaps the biggest and most exciting announcement of 2022 for us was the unveiling of our BMW M8 Competition Coupe. We received the M8 on campus mid 2021, but it was kept hidden until the renovation in Z2-407 'The Glasshouse' (now our Beta Lab room) was completed. Trust us when we say it was hard keeping this a secret for so long! BMW donated the vehicle to QUT as a design research and teaching tool for students - a very unique and valuable resource for the University. We've had some students study the car to understand some of the tech and interactions within it, and we are currently working on ways to further embed the car into undergraduate design courses, while also giving our post-graduate researchers access.

Check out the Beta Lab page of our website for photos of the M8, plus the awesome launch video.



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