

BMW GROUP + QUT
DESIGN ACADEMY



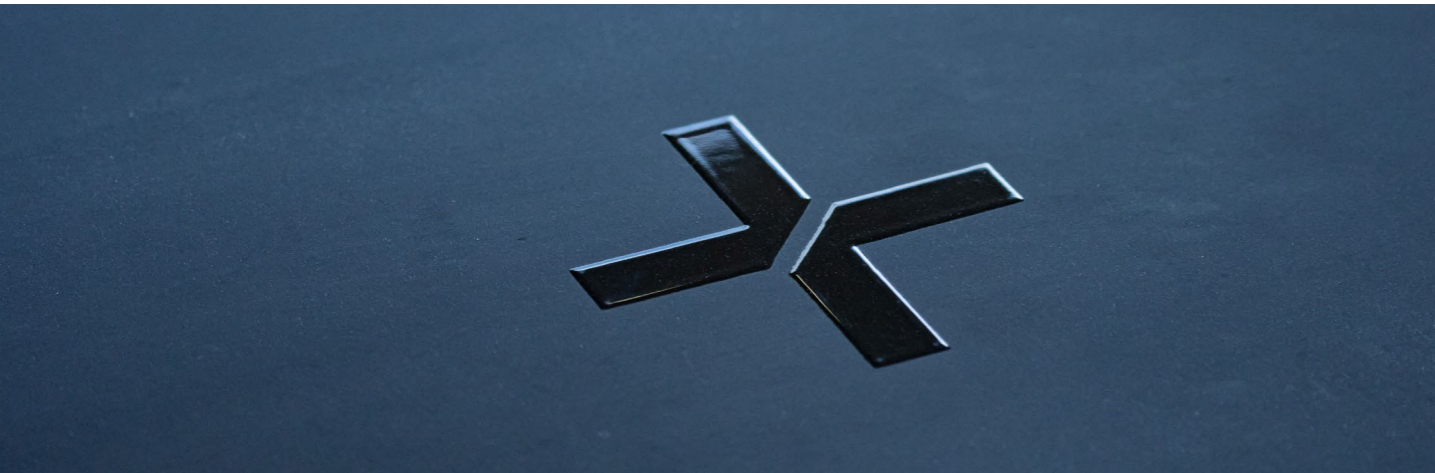
JANUARY 2023

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NEWSLETTER



WELCOME



Welcome to the first newsletter for 2023! Another incredible year for the BMW Group + QUT Design Academy, we hope everyone had a relaxing and safe festive season!

We are incredibly excited to be finishing our third year and launching our fourth year of this unique collaboration with BMW Group. We continue to foster design excellence through our Internships Program for as many undergraduate students as possible. There will be a real focus to get more promotion and exposure to the student projects this year. There has been so much incredible work and innovative ideas from these projects, we hope to showcase these as much as possible!

We are also excited to continue and expand our Programs with a continued focus on Research and Internships. As always, this year will bring a strong focus on expanding our Research capabilities and projects around several areas including Human-Machine Interfaces and Design Expertise. We are excited to be able to announce several new exciting research projects that will utilise our amazing BMW M8 Competition Coupe. Further, we are incredibly excited to be re-invigorating our BMW Group Internships by sending a large cohort of interns to Germany and UK to work at BMW Group.

Finally, we are thrilled to announce the release of our 2021 Photobook. The Photobook is always a popular publication that captures our key moments across our three Programs as well as other events and initiative. If you haven't already make sure you download it from our website!

To read more about our plans and vision for 2022 make sure you read our Feature Article in this month's newsletter. We are extremely excited about 2023 and the announcement of these and other initiatives!

All the best, 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.

Summer Semester WIL Interns

This month our Academy summer WIL interns presented their initial concepts to us. Kilian Frunz is working on an idealworks iw.hub redesign, and has chosen to explore the application of the existing iw.hub technology and acquired knowledge of logistics, to new markets and opportunity areas. James Boughen is completing a BMW Motorrad (motorbike) interaction design project and his concepts included a variety of ideas that all aim to improve rider experience through the use of emerging technology. Jake Day is also completing a the Motorrad project; his initial concepts use various tech and sensors to target themes of rider visibility and safety, as identified in his research.

All 3 students have put in a significant amount of research and exploration into their respective topics, which is great to see. We also see a lot of potential in each of the ideas and how they could be resolved, so we are looking forward to the final designs in a few 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.

New PhD

This year we'll be welcoming a new Research Associate, completing her PhD under primary supervision of our Founder + Lead, A/Prof Dr Rafael Gomez. More info will be available soon!

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.

Hams Hall - Part 1

After a short break over the holiday and new year period, our Design Associates jumped straight back into work for the Hams Hall future vision project. By the end of the month we submitted the first part of the project to the team in the UK.

The next steps for this project will be to review and edit the animation as per Hams Hall staff feedback, including our own critique. Part 2 of the project is a higher resolution, more detailed, animation which illustrates the future vision of the factory. We will be looking to submit the second part of the project mid year.



FEATURE ARTICLE



2023 INSIGHT

A/Prof. Dr Rafael Gomez, Academy Founder + Lead

This world class partnership between QUT and BMW Group has officially been running for 3 years in February of this 2023. What an incredible achievement for the entire team and all involved! However, we are not resting on our previous successes as we continue to push the boundaries and scope of this incredible collaboration. It is with great anticipation that we can give you a insight into the existing goals and initiatives we have for this coming year.

Academy Transformation

2023 marks the third year since the official birth of the BMW Group + QUT Design Academy, and so it is time to consider the next major steps towards growing the relationship. At the end of 2022 Design Associate Jordan Domjahn and I were lucky enough to travel to Germany to meet with our friends and colleagues at BMW Group and idealworks and begin planning for the next phase. Already, as our workload increased at the end of 2022 we've had to employ three new Design Associates and Junior Design Associates to the academy on short-term contracts including Mo Faramarzian, Jacob Ho and Daniel Fisher to assist us with our workload. We're also seeing most of our current Special Projects expand in scope as our expertise becomes more valuable within the BMW Group network. This, among other achievements, are indicators of the growing partnership that has served as the foundation to take the BMW Group + QUT Design Academy to the next level. Without giving anything away we are in the midst of discussion with BMW Group colleagues on what this next phase of the partnership looks like, and we can't wait to update you on this as soon as we can.

Internship Program

Now that we have reinitiated our cornerstone Internship Program with BMW Group, we are so excited to be sending 8 new interns to Germany and the UK to work on some cool and exciting projects at BMW Group and idealworks. As our design students and graduates settle in we are already seeing an uptick in interest from colleagues across the BMW Group network requesting QUT interns. It is also very promising to see that the interest has expanded beyond Design for the first time to include students from Engineering and Business. We are confident that demand will continue to grow in 2023 as we begin to plan the next round of interns. Further, the projects we are being offered to work on as part of the Academy internships are becoming more serious. We are offering some excellent projects through our Academy internships at QUT, as well as some majorly awesome projects for students in Industrial Design and Games Design capstone. We can't wait to report on these later in the year!

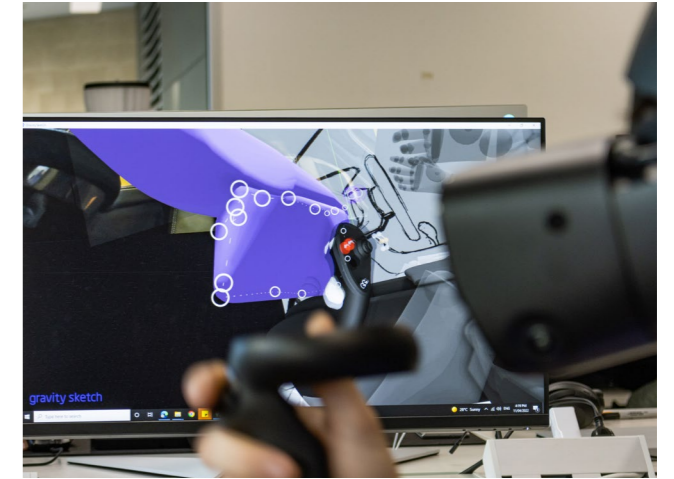
Special Projects

Our Design Associates continue to outperform and are asked to be involved in some very cool projects allowing them to flex their design muscles. It's so exciting to see projects emerging from BMW Group and idealworks that are transforming the future of BMW Group factories, manufacturing plants, robotics, logistic chains and a host of other super cool leading-edge areas and topics. Although we can't discuss any live projects, you can check out some of the previous projects our Design Associates have been involved in over the past year on our website with regularly updated content.

Research Program

It is with great pride that we announce that our former Research Associate, James Dwyer, has completed his Masters! Congratulations to James on this outstanding achievement and for having completed his Masters on time and on a complex topic titled: Using communication mechanisms derived from social cues in industrial autonomous mobile robots to improve interactions. James will be continuing his research journey as a PhD candidate at the Australian Robotics Centre but will continue to be an important part of the BMW Group + QUT Design Academy. We're also excited about our next cohort of research students which will expand our research footprint by some way. We initiated a concerted effort to grow our Research Program in 2022 and we're glad that we've been able to do that. The new projects will branch out into new areas of opportunity by focusing on two important areas: advanced and emerging knowledge in design thinking; and future human-machine interfaces for autonomous supercars. Keep an eye out for more exciting news in the coming months as we begin to establish these research tracks.

As you can read from all of the upcoming initiatives it is clear that the partnership between BMW Group and QUT continues to go from strength to strength. All of our Programs have increased in scope, relevance and significance, while our other initiatives and external engagements help us connect our work with other high-profile researchers and academic groups, industry collaborators, the broader design community, and young students interested in the design and technology fields. All of this just points to the incredible success that BMW Group and QUT have achieved together over the previous 3 years. It's difficult to express how proud we are of our achievements and we look forward with incredible confidence and enthusiasm to 2023 and beyond because we know that the best is still ahead. For now, make sure you stay connected with us on this journey and explore our website, read our newsletters, blog posts, and publications to stay up with the latest news and information!



BRIEFINGS



ACHIEVEMENTS

- 2021 Photobook printed. 2022 edition coming soon
- Summer Semester WIL interns present their initial concepts
- Design Associates submit Part 1 of Hams Hall project

