

**BMW GROUP + QUT
DESIGN ACADEMY**

JANUARY 2021

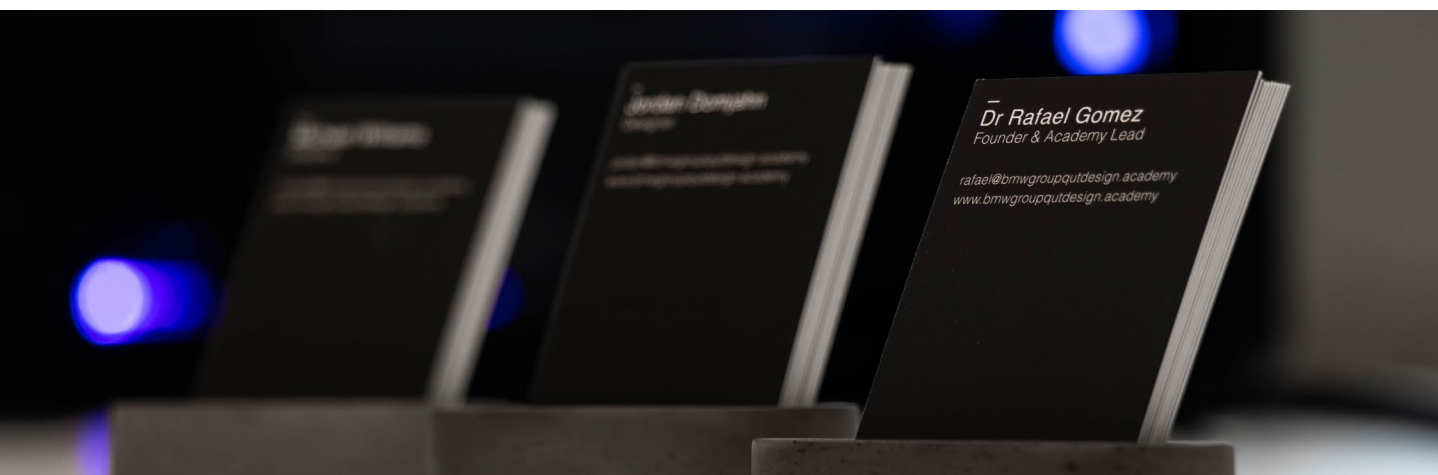
Welcome
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BMW Group Partner Update

**—
NEWSLETTER**

**BMW
GROUP**



WELCOME



We would like to begin 2021 by sharing some successes since last year, and highlight the major initiatives we are focusing on in the coming year.

It is with great excitement to announce that we have secured two higher-degree research positions within the academy. The first is a PhD exploring the novel roles and impact of industrial designers in corporate contexts, and the second is an MPhil on advances in human-robot interface design for logistics applications. We look forward to welcoming both of those students to the academy. Further, we have been lucky enough to have one of our design interns (not able to travel to Germany in 2020) finally begin his internship at BMW Group. You can learn more about those achievements in our website and blog posts.

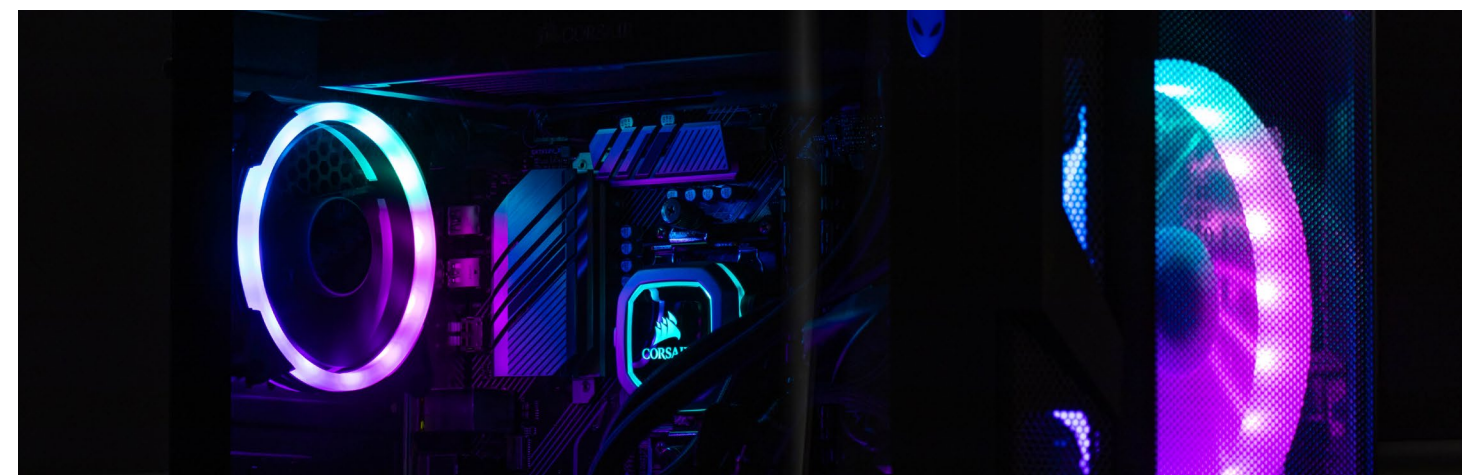
For 2021 we are focused on four key initiatives. The first is our Research Program mentioned above. There will be a concerted focus on this as we begin to foster a long-term research agenda. The second area is a focus on publication and information dissemination. Currently we have two publications nearing completion including the 2020 Annual Progress Report and 2020 Photobook. We will also be publishing short papers, academic publications and research reports. Thirdly, we are launching our external engagements initiative that involves reaching out to research labs, industry, academics, designers, school groups to help forge research collaborations and inspire the future generation of designers. Finally, we are continuing to develop and advance our Internship Program, offering intensive internship opportunities to current QUT School of Design students to work on real-world projects for BMW Group.

There are other really exciting initiatives underway for this year - but we can't discuss them in detail just yet - the surprise will be worth it! For now we hope you enjoy the first newsletter of 2021!

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.

BMW Group Internship

Ongoing travel restrictions, lockdowns and outbreaks of Covid-19 internationally means that it is currently unsafe to send students overseas and therefore there will be no BMW Group interns for 2021. Sebastian Tan Castillo, who was accepted into the program in 2020, was the exception and has begun his internship. We remain hopeful that the global situation improves and we will be permitted to send students once travel restrictions are lifted, but in the meantime we are continuously exploring the possibilities for internship students to work on BMW Group projects from Brisbane at the Academy.

Work Integrated Learning Internship

Our inaugural Work-Integrated Learning (WIL) Internship Program at the Academy in 2020 was a great success. We are currently planning Semester 1, 2021 internships, which will include bespoke real-world projects offered and supported by BMW Group colleagues. We are looking forward to continuing the Internship Program in 2021 for QUT design students and excited to see the outcomes and showcasing them to BMW Group.

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.

Masters of Philosophy (MPhil)

Late last year we received confirmation of the successful applicant for the MPhil scholarship offered through the Academy. We would like to congratulate James Dwyer, who begins his MPhil research at the Academy. James is the first student in our Research Program and will be completing his work on 'Advances in Human-Robot Interfaces for Logistics Applications'.

Doctor of Philosophy (PhD)

Recently we also confirmed Samantha Costin as our PhD candidate at the Academy. This makes Samantha the second Research Associate to join the team, and she will be completing her PhD on the topic of 'Exploring the Role of Industrial Design Expertise in Multinational Corporates'.

Congratulations to Samantha and James for being accepted!

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.

Continuing the QUT and BMW Group partnership

2021 will see our Design Associate continue to work alongside Dylan Sheppard (idealworks) and other BMW Group colleagues in Munich on existing BMW Group projects. This includes the factory logistics focused topic in partnership with NVIDIA, plus idealworks specific content focused around the new IW.hub (Smart Transport Robot).

BRIEFINGS



ACHIEVEMENTS

December	James Dwyer confirmed for MPhil scholarship through the Academy
December	Jordan Domjahn (Design Associate) appointed on new contract
January	Confirmation of Academy involvement in the Impact Lab 4 unit, where Academy staff will host a select number of students for Semester 1
January	Samantha Costin confirmed for PhD through Academy
February	Live, real-world BMW Group projects confirmed for Academy WIL Internships

BMW GROUP PARTNER UPDATE

Dylan Sheppard
Digital Design Lead, idealworks (BMW Group)

January 2021 kicks off what will probably be the biggest year for the BMW QUT partnership with the launch of our newest subsidiary, continued collaboration amid the global travel restrictions, and another round of BMW Group interns wrapping up their experience in Munich.

By far the biggest change to come in the first months of 2021 was the official launch of idealworks, the latest BMW Group subsidiary. This new venture, a spin off from one of QUT's partner teams at BMW headquartered in Munich, focuses on bringing to market developments in the area of logistics automation and autonomous robotics. With idealworks, products developed can now be sold to external customers, giving the company

room to explore new innovations and build a business behind cutting edge products and services. After many years of fruitful collaboration on BMW Group projects, we are excited to continue our partnership with QUT School of Design in this new space.

After almost 8 months of on and off lockdowns in Munich, the BMW QUT interns have been resilient and positive. While facing the challenging situation of remote work, tight restrictions, and closed bars and restaurants, the normally vibrant cultural experience of life in Munich was cut short for our interns. However during this time we tried to make up for lost social opportunity with countless 'zoom' catch ups, 'houseparty' drinks, and the occasional socially distanced coffee. Although social activities have wound down, the team produced exceptional work, contributing to the launch of idealworks and building out digital assets and renderings for our company [website](#), receiving worldwide exposure and praise.

Lastly, we waved off another intern from our program - after what has felt like a never ending year of shutdowns and the challenge of securing flights home to Australia, this was certainly a trying experience for everyone. All the teams at BMW Group, and now idealworks too, are looking forward to another great year, and hope we can welcome a new round of interns in Germany soon.

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