

BMW GROUP + QUT  
DESIGN ACADEMY



Bowers & Wilkins

AUGUST 2023

- Welcome
- Program Updates
- Feature Article
- Briefings
  - Academy Achievements
  - External Collaborations

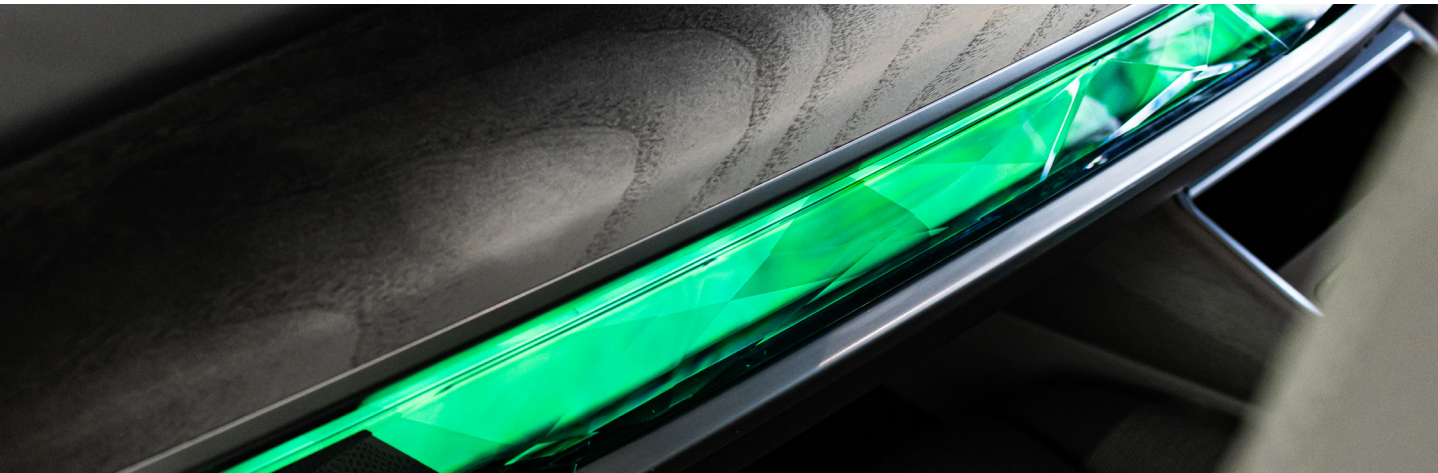
**NEWSLETTER**

BMW  
GROUP





# WELCOME



August has been a great month with the start of our WIL projects as well as capstone projects as part of our Internship program. Congratulations to Sri Sadhana, Keagan Geyer, Sabina Bartram and Chelo Lechonsito from Interaction design who were selected for the WIL Internship program. Congratulations also to Mitchell Hoye from Industrial design who was selected to complete his ID Capstone project exploring the future of supercar interior design. We can't wait to show you the progress on these fantastic projects.

We would also like to congratulate Taharah Ali for being selected as our new Communication Associate. Taharah is a talented industrial designer with a background in marketing and has been engaged to support outreach, engagement, communications and social media components of the Academy, helping us execute plans for the Academy in the future. We are excited to have her as part of the team!

This month we hand over one of our major Special Projects for BMW Group, the Hams Hall future vision project. We are so excited to show off the final outcome as well as all the incredible details of the final assets we developed for this unique design.

Finally, we were incredibly honoured to be shortlisted under the Interact Category for the Design Institute of Australia, Designers Australia Award program. This awards program identifies Australia's preeminent designers and studios, calling attention to their design processes as much as the outcome. Thanks to Marc Kamradt from BMW Tech Office, Jimmy Nassif and Dylan Sheppard from idealworks, and congrats to the super talented design team including Jordan Domjahn, Epi Pereira, and Tim Lim.

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.

### Work Integrated Learning (WIL) Academy Internships

#### Semester 2 Academy Interns

We are very pleased to say that we have accepted four students as our semester 2 Academy interns. We would like to congratulate Sri Sanhana, Keagan Greyer, Sabina Bartram and Chelo Lechonsito who have been selected this semester.

Sri and Keagan will be working toward creating STEM-themed in-vehicle entertainment for kids. Chelo will be designing wearable tech for BMW factory workers, while Sabina is working on our idealworks iw.hub branding. Congratulations once again, Sri, Keagan, Sabina and Chelo!

### Capstone Unit Projects

Capstone units are back this semester for final-year design students, and we are excited to introduce our industrial design capstone student, Mitchel Hoye. From a handful of projects, Mitchell has chosen to explore supercar interiors. We look forward to another semester of Capstone projects and can't wait to see the final results.



## 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.

## PHD SCHOLARSHIP

We're excited to be officially launching at least two new PhD projects as part of the BMW Group + QUT Design Academy Research program. The projects will focus on two distinct areas. The first will explore the future of supercar interiors in the age of autonomous driving. The second focuses on exploring the unique and tacit knowledge of industrial designers in the context of non-design departments in multinational corporations. We may have more PhD projects in the coming months as we find out if some new applicants have been approved for PhD, but in the meantime, we can't wait to keep you posted on progress on these.

## 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 Future Vision Project

At the end of August we wrapped up our Hams Hall Future Vision Animation for the team in the UK. We are super excited to be completing it and delivering it to our colleagues - it has been a huge effort but also very rewarding. We'll share the video in the coming weeks once we are given permission to share it. We'll also be sharing a heap of photos and extra content from the video to highlight the assets and details we've labored over - so keep an eye on our website and social media. We are grateful to Christian Poss and the Hams Hall team for the opportunity to do this project for them; Daniel Fisher and Jacob Ho (Academy Design Associates who worked part time on this with us); David Quick and Pieter Barkhuizen (Hams Hall Design Interns from QUT); and lastly Paul Van Opdenbosch for his time and efforts teaching us the Motion Capture System at QUT.





# — FEATURE



## THE CROSSROADS OF CREATIVITY AND STRATEGY: MY NEW PATH AT BMW GROUP X QUT DESIGN ACADEMY

Taharah Ali  
Academy Communications Associate

My journey has been all about channeling my passion for design into impactful solutions that not only look great but also drive business growth. From the realm of industrial and fashion design to the intricacies of marketing, I've been fortunate to explore it all. And now, I'm excited to share my latest adventure as a Communications Associate at BMW Group x QUT Design!

My fascination with aesthetics and my love for design has always been my guiding lights. While I am currently finishing my double degree in Industrial design and Business at QUT, I simultaneously nurtured my passion for fashion. Working as a fashion designer and brand manager whilst studying full-time might seem like an uphill task, but for me, it was a challenge worth embracing.

Whilst venturing into industrial and fashion design, my creative path is diverse. I worked as a tailor for three years while also freelancing. Delving into photography, graphic design, and rug tufting. Through these diverse creative pursuits, I've developed a well-rounded skill set and a profound appreciation for the ability of creativity to transcend mediums. Moving from tailoring to photography, graphic design, and rug tufting has profoundly enriched my approach to industrial and fashion design. They've moulded me into a multidimensional designer who values both aesthetics and the art of crafting tangible, impactful solutions. Throughout my academic and professional journey, I have always been drawn to the intersection

of design and communication. My industrial and fashion design background has given me a unique perspective on the importance of aesthetics and functionality. At the same time, my experience in marketing has taught me how to effectively communicate various messages.

While I'm undeniably enthusiastic about this role, I'm approaching it with a sense of realism. The fusion of design and communication within the Academy is a challenge I'm meeting with a grounded mindset. The thrill of the opportunity is met with a steady understanding of the responsibilities it entails. I am particularly excited about this role because it allows me to work with a world-renowned brand like BMW while also being part of an innovative and forward-thinking institution like QUT Design Academy.

To wrap it up, I'm Taharah - a design enthusiast, a strategic thinker and now, a Communications Associate at BMW Group x QUT Design Academy. This journey is a testament to the blend that happens when passion and profession align. This new role will challenge me in new ways and push me to grow both personally and professionally. I am grateful for this opportunity and eager to see where this journey takes me!



# BRIEFINGS

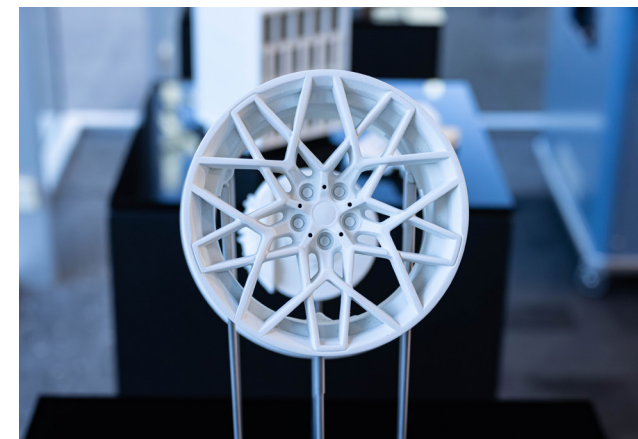
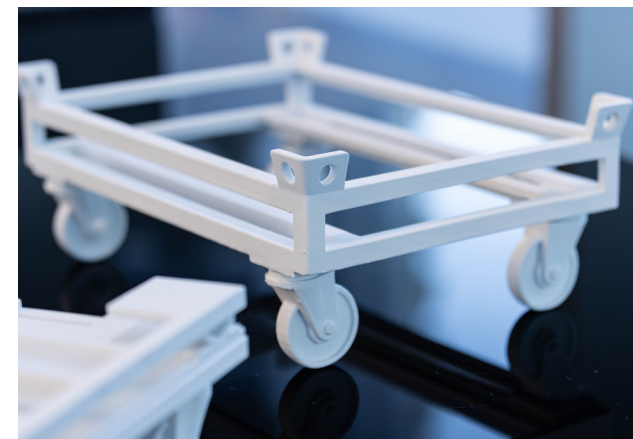
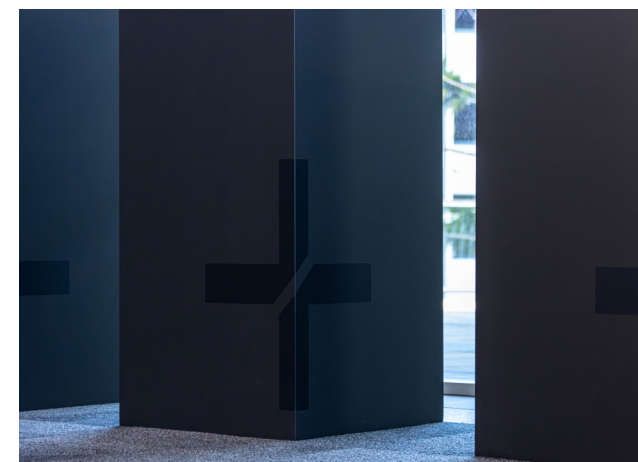


## ACHIEVEMENTS

- Academy WIL Interns selected and internships commenced
- Industrial Design Capstone student confirmed and project commenced
- Communications Associate appointed
- BMW Group + QUT Design Academy were shortlisted for the Design Institute of Australia, 2023 Designers Australia Award under the Interact Category

## EXTERNAL COLLABORATIONS

While not a collaboration as such, this month we received news that we had been shortlisted for the DIA's Designers Australia Awards, under the Interact category, for our work on the BMW iFACTORY Digital Twin project alongside BMW and idealworks colleagues. The Awards of Merit winners will be announced at the end of August, so we'll update you in the September newsletter on the outcome of this. If we win, we go into the running to win the overall award for the category at the awards night in November.



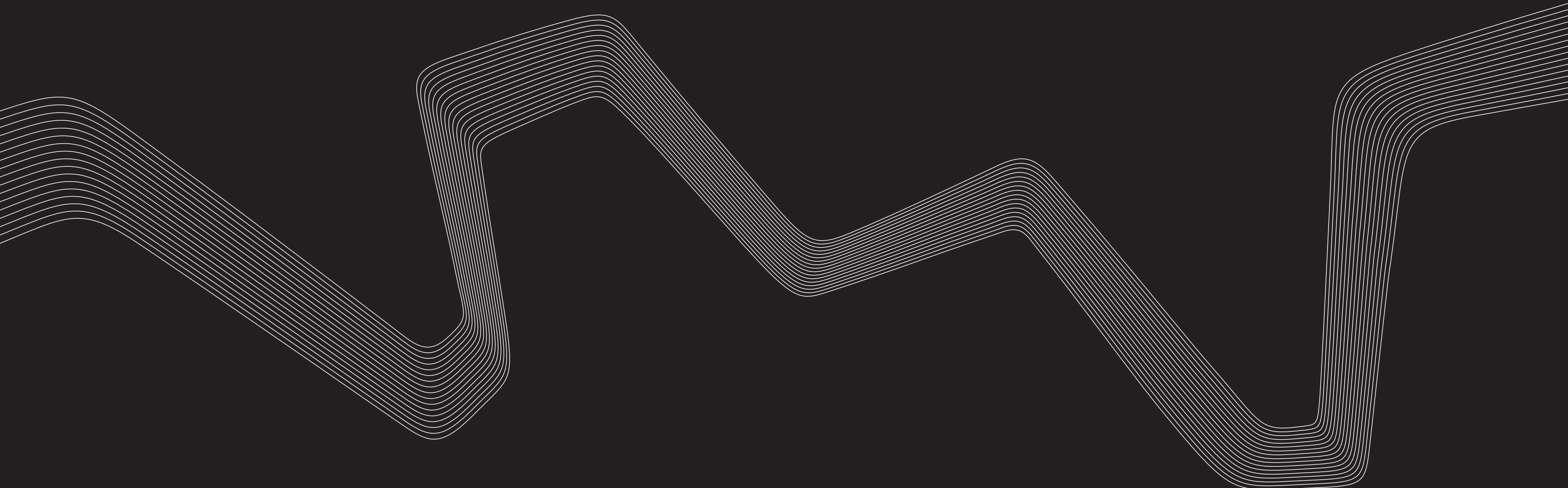


BMW Group + QUT Design Academy © 2023

info@bmwgroupqutdesign.academy  
www.bmwgroupqutdesign.academy  
@bmwgroup\_qut\_designacademy

Z2-308 + Z2-407, QUT Kelvin Grove  
Brisbane, QLD

TEQSA PRV12079 | CRICOS 00213J



**BMW GROUP + QUT  
DESIGN ACADEMY**

