

BMW GROUP + QUT  
DESIGN ACADEMY



November 2023

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**NEWSLETTER**

BMW  
GROUP



# WELCOME



It's exciting to realise that we are almost reaching 2024. November has been a noteworthy month at the Academy, with the team busy completing Special Projects and attending various student exhibitions. It feels like there has been no time to rest this month.

We have some exciting updates to share! Our team has been making great strides in various areas, hosting multiple events in The Beta Lab and sponsoring awards for the QUT Design Exhibitions. Our Awards are presented to individuals who possess a high level of work, creativity and innovation through their designs. We were impressed by all the fantastic work produced by the 2023 cohort, which made it difficult for us to choose a winner. In addition, we are excited to announce that the 2024 BMW Interns have been selected, and we're thrilled to share soon who they are next month!

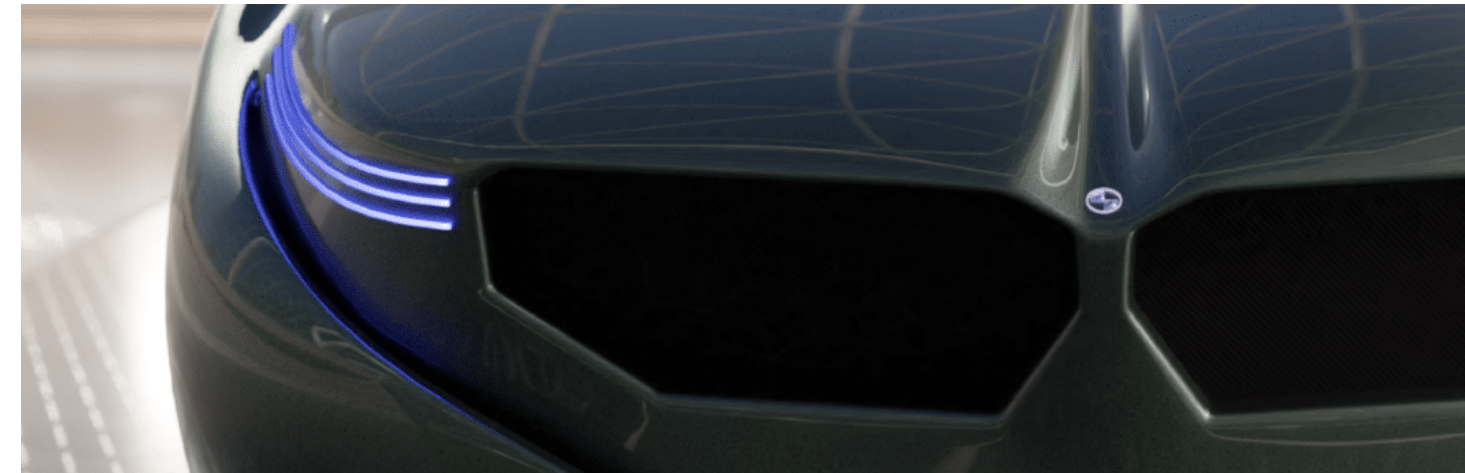
We're also proud to acknowledge the contributions of our Capstone student, Mitchell Hoyer, who completed his final project. His insights and creativity have been valuable, and we're excited to see how his ideas will shape the future of our work.

Finally, we're happy to report that we've completed another Special Project. It's been a challenging yet rewarding journey, and we're grateful to the entire team for their hard work and dedication. We can't wait to see what the future holds for us as we continue to push the boundaries of what's possible.

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

We are delighted to announce that we have successfully chosen the interns who will join the team in 2024. After receiving an overwhelming response from candidates, a selected few have been picked by our internship partners. We believe that these interns will bring fresh perspectives, innovative ideas, and diverse experiences, and we are excited to see what they will achieve during their time overseas. We look forward to welcoming them to the BMW family and wish them all the best in their future endeavours.

### Capstone Unit Projects

We are thrilled to announce that Mitchell Hoyer, a participant in our Semester 2, 2023 Academy Capstone program, has successfully completed his semester-long project. His project focused on exploring the user experience within the ingress and egress of future supercars, and also delved deeply into emerging technology within the automotive space, highlighting the 2035 electrification and the imminent influx of new vehicles and technology on the road. Mitchell has distilled these themes into a stunning design response in the form of a BMW concept car named the Vision Emergence.

Mitchell's hard work and dedication have paid off, as he was able to create a cohesive and impressive work for the end-of-year exhibition. We extend our warmest congratulations to him for finishing the semester with such a remarkable achievement.





## 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 Scholarships

November was a very positive month for our Research Program. It is exciting to highlight that we were approved two new PhD scholarship projects starting in early 2024. The first project will focus on exploring sustainable materials and interior design in the era of electric vehicles, while the second project will centre on utilising emerging technology for future automotive interfaces. We now have a strong research group emerging through the academy covering topics including future automotive HMI, automotive interfaces with autonomous vehicles, materiality and sustainability, and tacit design knowledge. This gives us a very strong grounding as a team to cover some interesting areas across mobility and transportation as part of our research program. We can't wait to provide a more detailed update in the coming months!

## 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.

This month, we successfully completed two noteworthy projects—firstly, the creation of high-quality Scanbot renders. Additionally, we accomplished the production of two captivating video animations for SORDI/TechOffice, spearheaded by Epi.

# FEATURE



## PUSHING BEYOND MY ABILITIES: HOW MY BMW GROUP INTERNSHIP HELPED ME DEVELOP VALUABLE DESIGN SKILLS

**Sabina Bartram**  
BMW Group + QUT Design Academy Internship Student 2023

The internship experience at BMW Group was like no other. It was an amazing opportunity for me to learn and grow immensely in the design world, and I would recommend it to all design students. I was slightly nervous about what to expect, but I took a leap and applied. I was beyond excited when I received the acceptance email and couldn't wait to start. Coming out of the internship, I feel I have advanced my design and professional skills, pushing beyond my abilities and enabling me to step into the design industry confidently.

Over my time at the academy, I was provided with a chosen project brief, requiring me to redesign the visual graphics of five products for the sub-company Idealworks. These products were the Idealworks factory autonomous iw.hub robot and the components with it, including the charging doc, scanbot and 3D scanner, shipping crate and user manual. The brief required me to create a refreshed branding and cohesive design approach for the package. It was open and flexible, helping me move beyond the initial concepts I had to advanced designs that truly reflected the brand. Initially, I created three separate directions for the graphic design approach based on research of Idealwork's current branding and brand personality. These values were a key influence in my design decisions, which were maintained across the designs and in the outcome.

My final concept entailed influences from Idealworks branding but with a technological and interactive focus, purposely placing the design elements where I wanted to draw attention. The colour violet was used to highlight the physical touchpoints on the products and yellow to signify safety, emphasising the importance of these





# BRIEFINGS



## ACHIEVEMENTS

- Jan Bekker, Simone Everingham and Alanah Farr win the BMW Group + QUT Design Academy Award
- Hosted the Young iGABA launch event in the BETA Lab
- 2024 BMW Group Interns submitted and finalised

## EXTERNAL COLLABORATIONS

We had the pleasure of hosting the Young iGABA launch event in November. The BETA LAB was full of rising talent, emerging leaders, and future game changers. The iGABA event is dedicated to shaping and benefiting from the growing German-Australian business and trade partnership. Their vibrant platform fosters connections and collaborations among students, graduates, young professionals, and entrepreneurs. These animations not only demonstrate our proficiency in visual storytelling but also highlight our dedication to delivering diverse and impactful multimedia solutions.

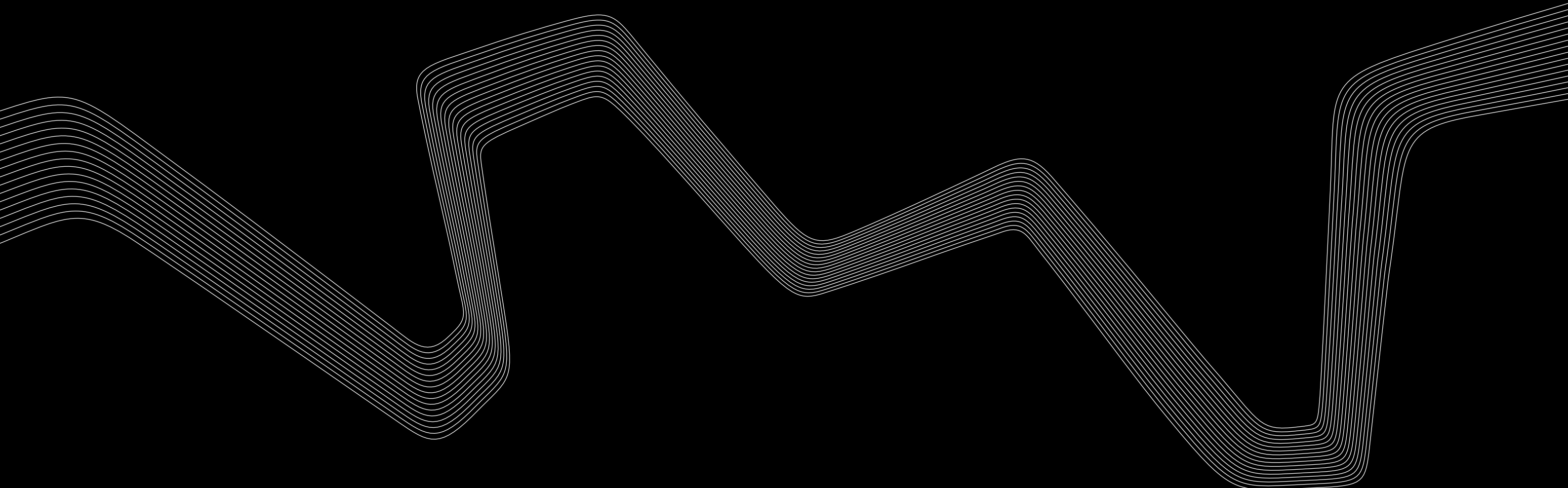


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