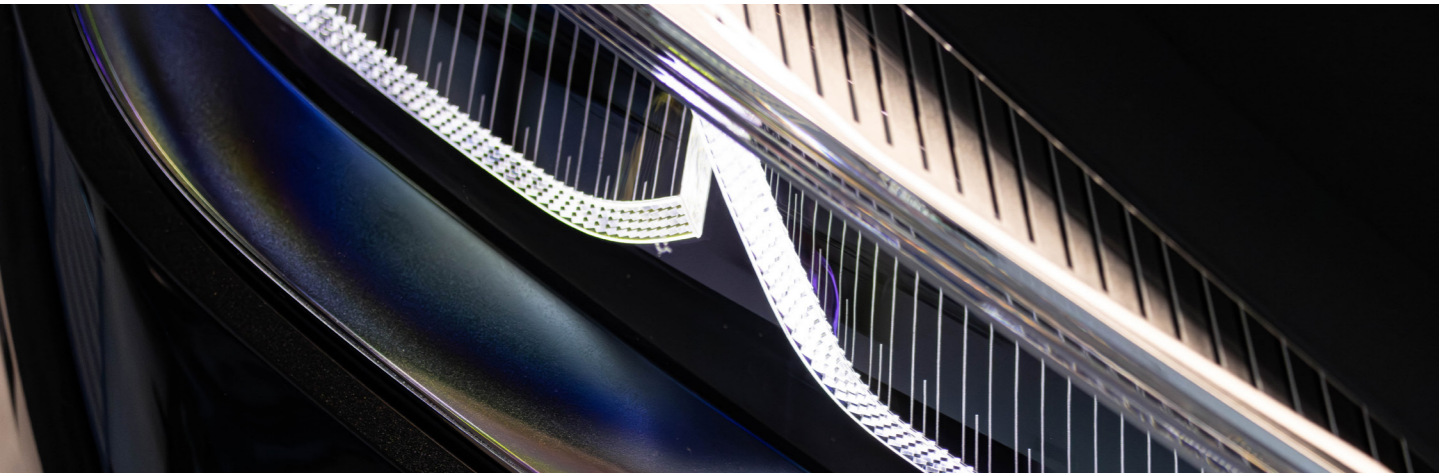


December 2023

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

WELCOME



It is that time of year again, the final newsletter for 2023. Once again, we are 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 want to thank the entire team at the Academy, including Jordan Domjahn, James Dwyer, Tim Lim, Epi Pereira, and Taharah Ali, who keep everything functioning smoothly.

The team continues to work tirelessly on the various programs, including Internships, Research and Special Projects. We also thank all the students involved throughout the year, including the excellent WIL internship students and the various students who, in their final year, have chosen to work with the Academy team on bespoke projects. There were many incredible highlights in 2023, but perhaps the standout was completing the Hams Hall 2030 Future Vision Project. This year-long project taught us a lot, whether that be getting out of our comfort zone or increasing our knowledge. We are grateful for the experiences that came from this. Another wonderful achievement this year was the ability to send our students to BMW Group in Germany as Covid restrictions have officially eased, as well as the expansion of our team here in Brisbane.

Make sure to keep an eye out for our feature article below for a detailed summary of 2023. Finally, we thank all of you for your continued support. We continue on this exciting journey, and although we look back on 2023 with gratitude, we are confident that 2024 will be an even bigger year as we extend our ever-growing partnership with BMW Group and idealworks further.

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.

So let's introduce you to our newest 2024 BMW Group Interns:

Kilian Frunz - idealworks Digital Design (Munich, early 2024 start)
Darcy Duckworth, Grace Taylor - BMW TechOffice Munich (Munich, early 2024 start)
Ryan Chappell, Noah Broeckx, Dillon Holmes - Logistics Innovation & Robotics (Munich, early 2024 start)
Stephen Terry - Plant Hams Hall (UK, mid-2024 start)

One of our most exciting updates is that David Quick, one of our BMW Group Interns, has been given a full-time position at BMW Group! Congratulations to David and we will provide more details on this amazing outcome in the coming months.

Capstone Unit Projects

Mitchell Hoye, our 2023 semester 2 Capstone student, has had an rewarding journey when completing his Capstone project so be sure to read the feature article on our website to gain an insight of what Mitchell went through within his final unit.

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

December is usually a slow month in research as we traditionally wind down for the end of the year and begin to plan and strategise for the following year. We are excited for the current cohort of students progressing with their research, and excited about the new PhD students starting in the new year. We will certainly have a lot more activity in the year to come as we introduce our new researchers to the team and increase our capacity in the Research Program. More updates to come 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.

idealworks ScanBot Renders

December marked the completion of our last Special Project for 2023: a set of realistic 3D renders completed for the idealworks team. We produced renders of a 3D scanning robot, which we presented graphics and branding application concepts for earlier in the year. Our branding concept features purple hatched shapes to highlight the interaction points on the robot and add some visual interest, in addition to Idealworks logos placed around the panels of the robot. For the 3D renders we modelled most of the robot exterior from the beginning, working over the engineering CAD provided to us. This allowed us to control the topology and resolution of the 3D model before applying textures, materials and the graphics, in addition to making changes in the future if needed.

FEATURE



2023: ACCELERATING AHEAD

Rafael Gomez

Founder and Head of BMW Group + QUT Design Academy

It is with great pleasure to write that 2023 was another amazing year for the BMW Group + QUT Design Academy. Now in our fourth full year of operation, it is so pleasing to know that we continued to grow and expand our work across all of our Programs this year while also adding new Associates to the team. Our key achievements this year included the re-emergence of a strong internship program, the appointment of three new Associates to the Academy team, publication and printing of our 2022 Photobook, the completion of a number of major new projects for BMW Group and idealworks, winning an Award of Merit in the prestigious DIA Designers Australia Award, and other external collaborations that kept the team very busy throughout the year. Overall, we couldn't be more excited with how the year transpired!

As always, we are incredibly thankful for the continued support from BMW Group and idealworks and all of the amazing colleagues who have helped this year. We also say thanks to the entire team at the Academy, including our talented Design Associate Jordan Domjahn, incredible Junior Design Associates Tim Lim and Epi Pereira, and our Technical Associate Mike Lepre (who completed his contract in 2023). We appreciate the work of our newest team member, Communications Associate Taharah Ali, and our two other Design Associates who joined for small stints this year, including Daniel Fisher and Jacob Ho. Without your incredible skill and efforts we just would not be able to achieve such outstanding outcomes.

Our cornerstone initiative, the Internship Program, continued to be incredibly strong. At the Academy we accepted 18 students, including 11 through the Academy internships, 2 through Impact Lab, and 5 through

Capstone projects. This was consistent with our overall 2022 cohort intake with a difference in the balance; a decrease in the Impact Lab numbers, and an increase in the Capstone project numbers. For the first time this year, we had the incredible opportunity to collaborate on a special (and secretive) BMW MINI future-vision car project involving Games Design students, and so we accepted 4 students the entire year to work on this as part of their Capstone project. For the other internships, students worked with BMW Group, idealworks, BMW Motorrad and MINI - and the level and quality of the projects were superb once again. The projects ranged from future automotive car concepts, interactive advertising concepts, robotic packaging ideas, graphic design, games concepts and AR wearable tech ideas, to name a few. A number of the intern projects are now being considered by BMW Group and we look forward to updating you on this if any move ahead. Make sure you check out our website Blog page, which captures the details of these great projects from the perspectives of our students including what they learned, how they managed the projects, insights into their experiences, and the incredible outcomes they achieved.

We were so pleased to wrap up our 2023 BMW Group Internship Program, having sent a large cohort of designers to Germany and the UK. One of our most exciting updates is that David Quick, one of our BMW Group Interns, has been given a full-time position at BMW Group. Congratulations to David and we will provide more details on this amazing outcome in the coming months.

Our Research Program this year continued to expand with two new PhD projects. These projects included exploring the Future Autonomous Supercar and another project focusing on the Tacit Knowledge of Designers in Multinational Corporations. These two projects take our research direction into new areas that will expand our research capabilities into human-machine interfaces for vehicles as well as design thinking research. We are already excited about these projects and the new research projects we are launching in 2024.

Once again, in the last 12 months, the Special Projects Program has been our most impressive to date. As usual, we can only discuss a number of projects as most are commercially sensitive, but we can outline some projects that were important ones for the team and kept all of our designers busy. Firstly, several projects we've worked on revolve around the ongoing SORDI.ai involving high-end visualisation for various aspects including advanced AI Pointcloud Pipeline, Green Physics AI Metadata, and the ongoing SORDI asset development. These range of projects continue to expand the incredible work conducted by the BMW Group and idealworks with advanced object detection and recognition, digital twin technology, and artificial intelligence. Another major project we worked on was the Future Vision for Hams Hall initiative. For this, we are creating a high-end visualisation that captures the advanced systems that will power the Hams Hall factory for 2030 and beyond, detailing their production strategies, digitisation and sustainability efforts, plus integration of emerging and collaborative technologies. These projects are the engine that drives the Academy, and we are always so fortunate to be working with BMW Group and idealworks on these initiatives and can't wait to announce a raft of new projects in the coming months for 2024.

Further to our three Program pillars, there have been other achievements we are very proud of throughout 2023, including the launch of the BMW Group + QUT Design Academy 2022 Photobook. These publications catalogue the year in awesome photography and imagery, and if you haven't already done so, make sure you download it (and check out our previous Photobooks - all free to download)! We also organised a host of internal and external events as part of our external engagement this year. Some of the activities included running a design session as part of the QUT Future You Summit, hosting the launch of the Young iGABA (Innovative German-Australian Business Alliance) program, and hosting a number of high-profile international guests from MIT and other prestigious universities. It was also really exciting to have won a prestigious Award of Merit in the Interact Category for Digitalisation for Sustainability as part of the Design Institute of Australia Designers Australia Awards 2023.

We look forward to 2024 with excitement and confidence. We will announce exciting new projects, collaborations and initiatives as our partnership with BMW Group and idealworks continues to grow. The team and I are immensely proud of our achievements to date and really look forward to 2024 with positivity!

As always, we are so thankful to all the student interns, collaborators and supporters throughout the year who have made this possible. A partnership of this depth and breadth is not possible without significant support from many people across QUT and BMW Group. I also want to personally thank the growing Academy team, who are central to the ongoing success. Finally, thank you to our amazing partners and colleagues across BMW Group in Germany and around the world, especially to our friends Jimmy Nassif, Marc Kamradt and Dylan Sheppard for their continued and unwavering support.



BRIEFINGS



ACHIEVEMENTS

- 7x 2023 BMW Group Design Interns complete their placements and return home, with the exception of PieterBarkhuizen who is at Hams Hall, UK until June 2024.
- David Quick, one of our 2023 QUT interns, has secured full-time employment with BMW at Hams Hall, UK
- 7x 2024 BMW Group Design Interns from QUT confirmed for teams in Munich and the UK, with preparations underway

EXTERNAL COLLABORATIONS

There were no events or collaborations to report on from December, however as a team we have been planning our 2024 year and what continued, or new, collaborations we will put our energy into. Increased student engagement and widening our BMW Group network are just a couple of things on the radar for now.

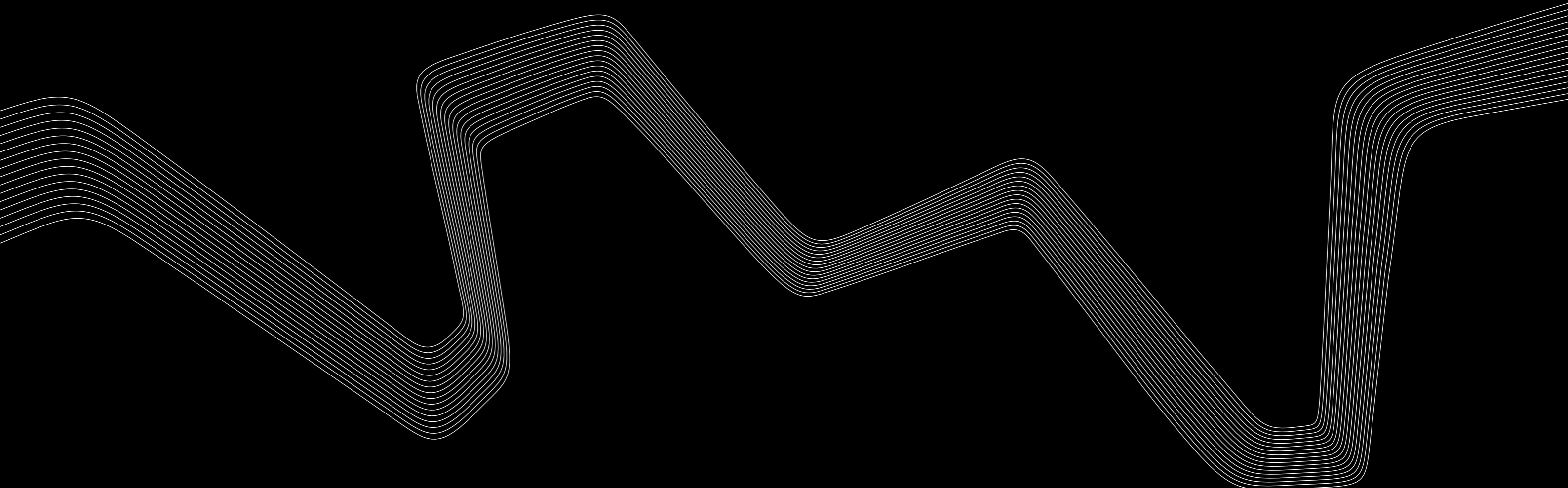


BMW Group + QUT Design Academy © 2023

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**

