

BMW GROUP + QUT DESIGN ACADEMY



January 2024

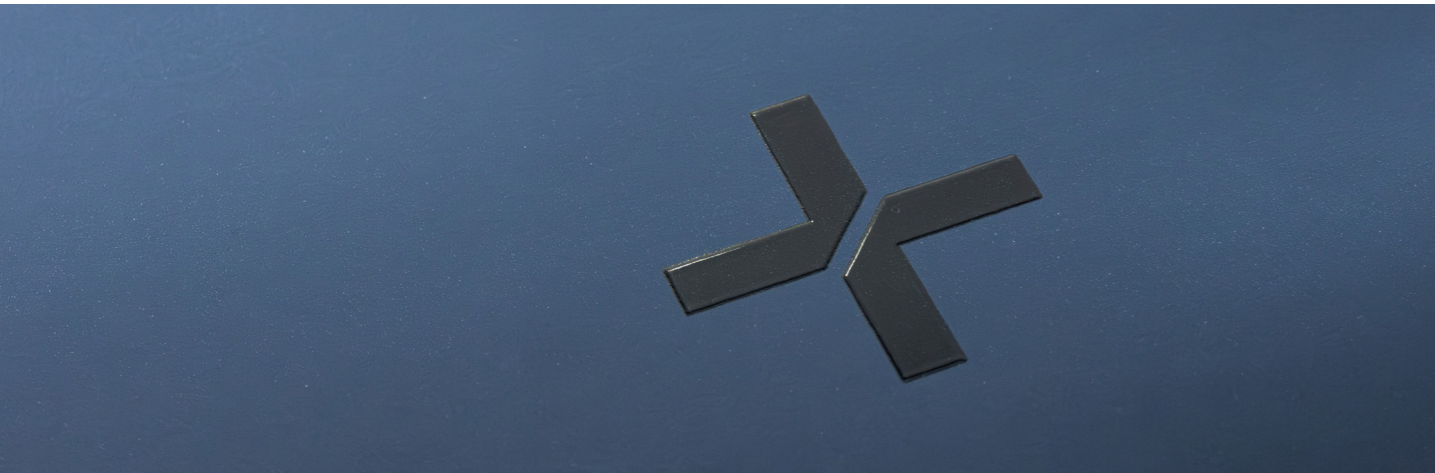
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NEWSLETTER

BMW
GROUP



WELCOME



We are thrilled to welcome you to the first official newsletter for 2024! We hope that you had a relaxing and safe festive season with your loved ones. As we enter our fourth year of operation at the BMW Group + QUT Design Academy, we are excited to make 2024 even more remarkable.

This year, we are focusing on research and special projects, with a particular emphasis on expanding our research capabilities and projects related to human-machine vehicle interfaces, automotive materials, automotive user interfaces, and more. We believe that this focus on research will enable us to create innovative solutions and designs that are both safe and sustainable.

In addition, we are excited to continue promoting design excellence through our Internships Program. This semester, we will recruit four design interns who will have the opportunity to work on exciting projects and gain hands-on experience. You can find more information about our Internships Program on our social media accounts and website.

To get a glimpse of what's to come, be sure to check out the feature article below. It's packed with insights for the year to come and how these developments will come to fruition.

We value your support and look forward to keeping you updated with our latest news and achievements.

Enayathullah Gani
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

As we gear up for the new year, we're getting ready to welcome some fresh academy interns to our team. But before we do that, we need to make sure our team is prepped and ready to go. This means getting everyone up to speed and making sure we have all the resources we need to train and onboard the newbies.

We're also taking some time to think about the projects we'll be involving our interns in. We want to make sure they're challenging enough to offer a good learning experience, but not so tough that they'll be overwhelmed. So, we're breaking things down into smaller tasks that are manageable and will help them build their skills.

Overall, we're pretty excited to see what our new interns this year will bring to the team. With a little bit of prep work, we're confident they'll hit the ground running and do some great work with us!

BMW Group Internship Program

On another note, David Quick, a past BMW Group Intern, has secured an amazing role within the BMW Group located in Oxford, England.

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

2024 has started off with a huge bang with our Research Program. We have formally started four new PhD projects, which means 4 new Research Associates joining the team. This includes Gustavo Bonet, studying Advances in Human-Machine Vehicle Interfaces Utilising Emerging Technologies; Alexandra Singleton, focusing on Exploring Unconscious Cognition of Industrial Designers in Multinational Corporations; A BMW Case Study; Jesse Goddard, exploring Automotive Materials and their Impact on User Experience and Perceptions; and Toto Ma, researching Experience-Oriented Tangible Automotive User-Interfaces with Smart Materials. We are very excited about this substantial growth in our research agenda and look forward to updating you on further developments 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.

In January, we looked back at the completion of our last Special Project for 2023, which was a set of realistic 3D renders created for the Idealworks team in December. Our team worked on producing renders of a 3D scanning robot, for which we had presented graphics and branding application concepts earlier in the year. Our branding concept featured purple hatched shapes to highlight the interaction points on the robot and add some visual interest, along with Idealworks logos placed around the robot's panels. As we slowly see our work being released, we reflect on the time spent and the opportunity presented to us. By doing this, we are able to see what methods worked as a team, which better advances our capability for future projects.

FEATURE



2024 REVVING IT UP!

RAFAEL GOMEZ

Founder + Academy Lead

It is difficult to fathom that we are now in our fourth year of such an incredible and unique partnership with the worlds leading premium automotive manufacturer - BMW Group. We continue to succeed with our projects, our internship program and our incredible research projects. Beyond this, we are excited to see our partnership across the BMW Group grow to new departments and to other parts of the world. Our network has truly become global. As we push ahead, we are excited to rev-up the year to come!

Academy Expansion

2024 will be a year of growth for the Academy. Already, by the end of January, we have promoted all of our ongoing designers as well as extended another part-time position. Jordan Domjahn has been promoted from Design Associate to Senior Design Associate. Epi Pereira and Tim Lim have been promoted from Junior Design Associates to Design Associates. Furthermore, Taharah Ali, our most recent team member, has had her contract extended as Communications Associate. Congratulations to the entire team, they are a dedicated, talented, and committed group who are central in helping the Academy succeed! Beyond this, we have now grown from one Masters student to four active PhD students based at the Beta Lab, with two PhD students based outside of the Academy space but connected to our research agenda. It's exciting to feel the energy at Alpha Studio and Beta Lab seeing it grow from 3 staff members to 8 designers and design researchers

working on a variety of projects. This expansion is a significant indicator of the strength of the partnership between QUT and BMW Group and we can't wait to reveal all of our impressive

Internship Program

We are once again sending a large cohort of design students to various parts of Europe as part of our BMW Group Internship Program. We have already confirmed 7 students as paid interns at BMW Group and idealworks in Munich and the UK. This includes Darcy Duckworth and Grace Taylor going to TechOffice in Munich; Ryan Chappell, Noah Broeckx, and Dillon Holmes heading to Logistics and Robotics team in Munich; Killian Frunz starting at idealworks in Munich; and Stephen Terry, launching his internship at Hams Hall in the UK in a few months time. We are also excited to potentially announce a new set of interns at another division of BMW Group in Germany in the coming months. Of course, we are also excited for our BMW Group WIL Program launching across 2024 once again. Each semester this year we will offer 4 WIL spots to current design students to work at the BMW Group + QUT Design Academy with the amazing team. We are offering some exciting projects through our Academy WIL Program 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 as the year progresses!

Research Program

As mentioned in our intro, our Research Program is growing substantially this year. We have now officially launched 4 new PhD projects, with a number of other PhDs connected to our Academy agenda. Our new PhDs include Gustavo Bonet, who is studying Advances in Human-Machine Vehicle Interfaces Utilising Emerging Technologies; Alexandra Singleton, focusing on Exploring Unconscious Cognition of Industrial Designers in Multinational Corporations; A BMW Case Study; Jesse Goddard, exploring Automotive Materials and their Impact on User Experience and Perceptions; and Toto Ma, researching Experience-Oriented Tangible Automotive User-Interfaces with Smart Materials. We also have a number of significant announcements in relation to our broader Mobility and Transport research agenda at QUT that are being led by Assoc Prof Rafael Gomez, which will help connect the research conducted by the Academy across the broader research ecosystem at QUT.

Special Projects

We have already confirmed two awesome advanced cutting-edge projects with BMW Group that our Design Associates will be working on. As always, we are incredibly proud of the trust that a company of this calibre has on our team, as these projects are central to the future development and growth of BMW Group at a global level. These projects involve BMW Group working alongside some of the world's biggest names in technology including NVIDIA, Microsoft and others. Beyond this we are in discussion for a multitude of other stimulating projects with various divisions across BMW Group. We're excited to announce these once we are able to showcase the outcomes and

highlight the ways in which they are helping BMW Group stay at the forefront of advanced design and manufacturing. Don't forget 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.

As we begin 2024, it is clear that the partnership between BMW Group and QUT continues to strengthen. The biggest indicator this year of this is the expansion of our team members almost doubling in number in just a few months. Furthermore, all of our programs (Internships, Research and Special Projects) continue to increase in significance, while our other initiatives and external engagements help us connect with other researchers, industry, and the broader design community. This year we are also focusing more on connecting with young student cohort interested in the design and technology fields. We can't help being proud of our success with this incredible partnership with BMW Group and idealworks and we look forward to 2024 with incredible anticipation and enthusiasm. For now, make sure you stay connected with us on Instagram, website, newsletters, blog posts, and publications to keep up with the latest from the team!

BRIEFINGS



ACHIEVEMENTS

- David Quick, one of our 2023 QUT interns, has secured full-time employment with BMW
- x4 new PhD students beginning in 2024
- Games Design Capstone confirmed for 2024
- New Special Project confirmed from BMW Techoffice
- Academy staff get promoted and continue working in 2024