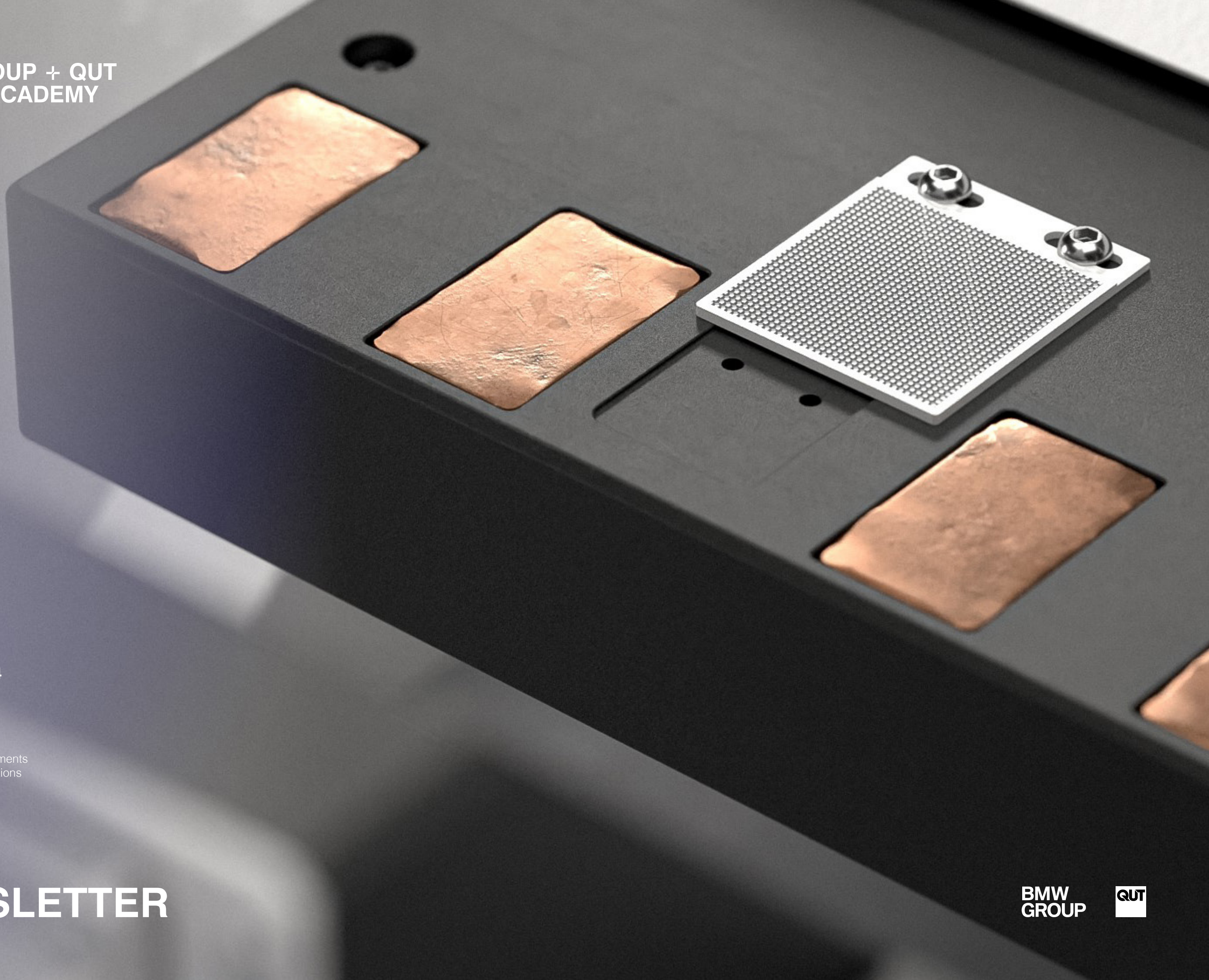


BMW GROUP + QUT  
DESIGN ACADEMY



February 2024

Welcome  
Program Updates  
Feature Article  
Briefings  
Academy Achievements  
External Collaborations

—  
NEWSLETTER

BMW  
GROUP





# WELCOME



It's hard to believe we're already in the second month of 2024, and the year is shaping up to be full of incredible projects and initiatives! The start of the year has been focused on preparing the Academy for its interns and organising the new PhD students. We were thrilled to have had the chance to share our passion with students through a variety of presentations and class visits to promote our internship program! By opening up our space and interacting with students from across the globe, specifically the Dubai Institute of Design and Innovation, we were able to give them a deeper understanding of what we do here at the Academy. It was an awesome opportunity to connect with the next generation of talented individuals and we can't wait to see what the future holds!

As we welcome our new cohort, we're excited to enlist some amazing design interns within the Academy. The projects in store for these interns will allow them to get involved with the Academy directly and learn how we work as a team. We've got a range of exciting projects, initiatives, and events confirmed for the year; we can't wait to present these to the world soon!

For students interested in learning more about what we do, check out our Instagram and LinkedIn pages or contact us at [info@bmwgroupqutdesign.academy](mailto:info@bmwgroupqutdesign.academy) anytime. We're eager to share our plans and initiatives with you and look forward to a productive and exciting year ahead.

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 have recently begun accepting applications for our 2024 WIL internships, which cover a variety of disciplines. During the first week of the semester, we visited several classes to provide students with a better understanding of what our academy does and what the internship program involves.

We will be able to announce the chosen interns for the 2024 Semester 1 WIL Internship next month, so stay tuned for those announcements.

### ***Game's Design Capstone***

This year, we will seek new Games Design capstone students to conduct a "top-secret" project directly with BMW Group. We look forward to introducing you to the team that will take this project on board!

### ***BMW Group Internship Program***

The BMW Group has welcomed the 2024 interns to begin their internships, and they have already started with their respective roles and responsibilities. These interns are now in the process of acclimatising themselves to their new work environment and getting to know their colleagues.



## 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*

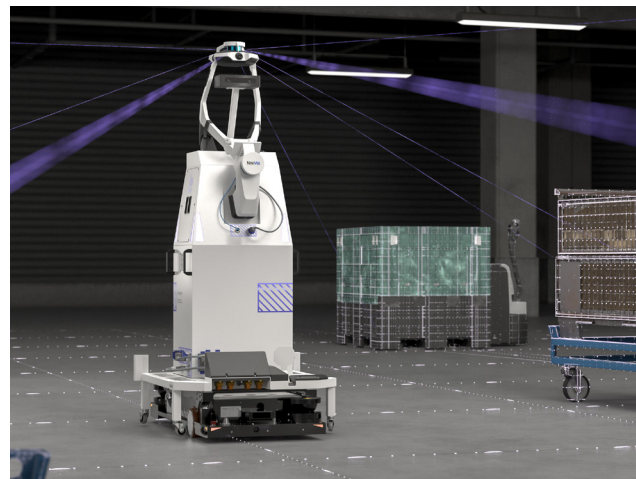
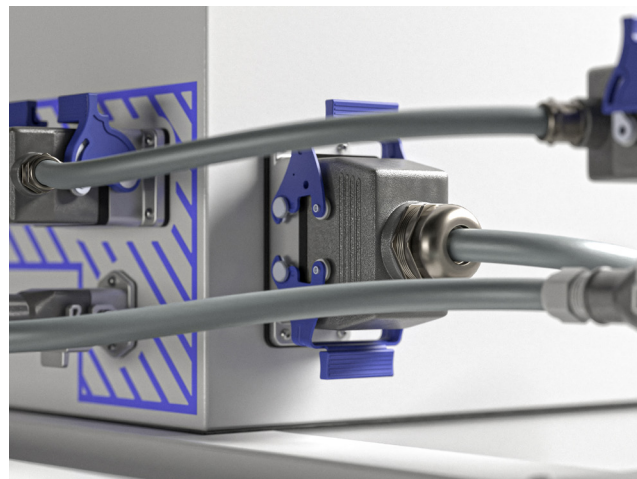
This month has been busy with all the PhD students adjusting to their workloads and continuing their research in their chosen fields. It's amazing to see the Beta Lab in use with more PhD students working while progressing on their chosen topics.

## 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.

### *Scanbot*

We are excited to finally share the completion of our latest Special Project for 2023. Our team has been working hard to create realistic 3D renders featuring a state-of-the-art 3D scanning robot for the Idealworks team. We presented our graphics and branding application concepts earlier in the year, which included purple hatched shapes to highlight the robot's interaction points and Idealworks logos strategically placed around the panels. As we prepare to release our work, we reflect on the time and effort invested in this project and the opportunity it presented to further advance our team's capabilities for future projects. Look at our website for more renders.



# FEATURE



## MY JOURNEY WITH BMW FROM PLANT HAMS HALL TO OXFORD

### DAVID QUICK

BMW Group Intern 2023

The opportunity to intern with BMW at Plant Hams Hall in the UK has been amazing! The work itself was great, often being one or a combination of interesting, exciting, enjoyable, and or challenging (in a good way!). It provided opportunities to further develop my CAD modelling, video creation, and graphic design skills, and to also try my hand at project management.

The internship also provided the opportunity to live and work overseas, which have been personal and professional goals of mine. While living in Birmingham I was able to visit London, Oxford, Cambridge, Newcastle upon Tyne, and Stratford-upon-Avon, and travel to Amsterdam, Munich, and Marbella in Spain. But by far the most enjoyable part of the internship were the people I met during my time at Hams Hall. All the interns, graduates, apprentices, associates, and managers in Hams Hall and BMW in general were what made it an unforgettable year.

While staying in the UK after my internship wasn't part of my original plan coming over, I had finished my degree, so it was always an option. Regardless of my plans I made it a point to try and network during my time at Hams Hall and to investigate the possible opportunities available afterwards. The closer I got to the end of my internship the more I considered staying longer, and in the last few months I started actively pursuing job opportunities with BMW and sitting for several interviews.



Out of these interviews, I was lucky enough to land my preferred position as a customs analyst with the UK Customs and Tax department for the BMW Group in Oxford. My work now involves process design and innovation for importing and exporting components and cars following the turmoil of Brexit.

I'm extremely excited to have secured the position with BMW. While the role isn't what I initially had in mind when undertaking my industrial design degree, it provides an opportunity to explore a different facet of design work not previously considered. It also provides an opportunity to continue working for BMW and living in the UK.

The great thing with the BMW internship is you don't know where it's going to take you! I would never have guessed that when I started studying after finishing my degree at QUT in Brisbane that, I would be living in Oxford and working for BMW Group at the MINI plant.



## BRIEFINGS



### ACHIEVEMENTS

- 2024 BMW Group interns start their placements in Munich
- Games Design Capstone Unit project confirmed
- Visit from Dubai Institute of Design and Innovation students
- 2024 Academy Internship applications open

### EXTERNAL COLLABORATORS

During the month of February we had the opportunity to host the Dubai Institute of Design and Innovation design students at our Beta Studio. The students came with a burning desire to learn and explore the world of design and innovation, and we were thrilled to be able to provide them with a platform to do so.

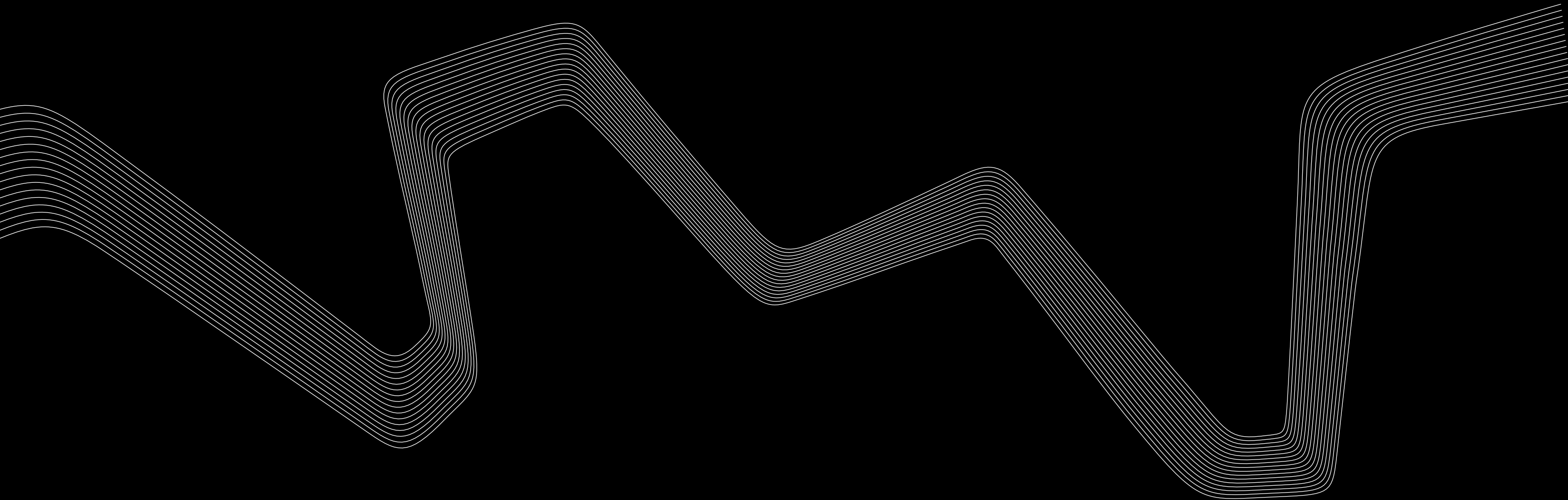
Our founder, Rafael Gomez, took the lead in guiding the students through a detailed presentation about the work we do here at the academy. He provided them with a comprehensive overview of our mission and also shared some of the exciting projects we have worked on in the past.

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