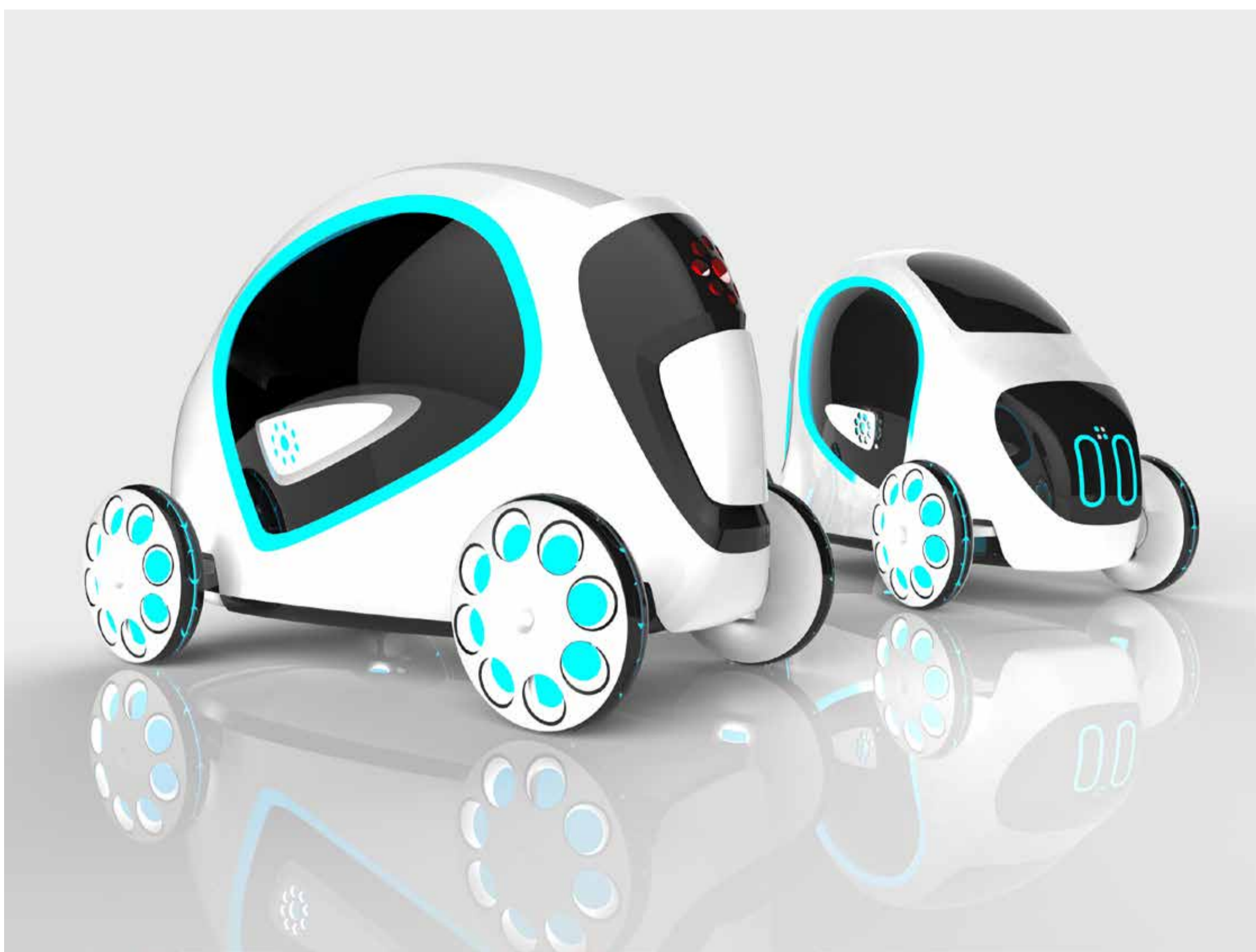
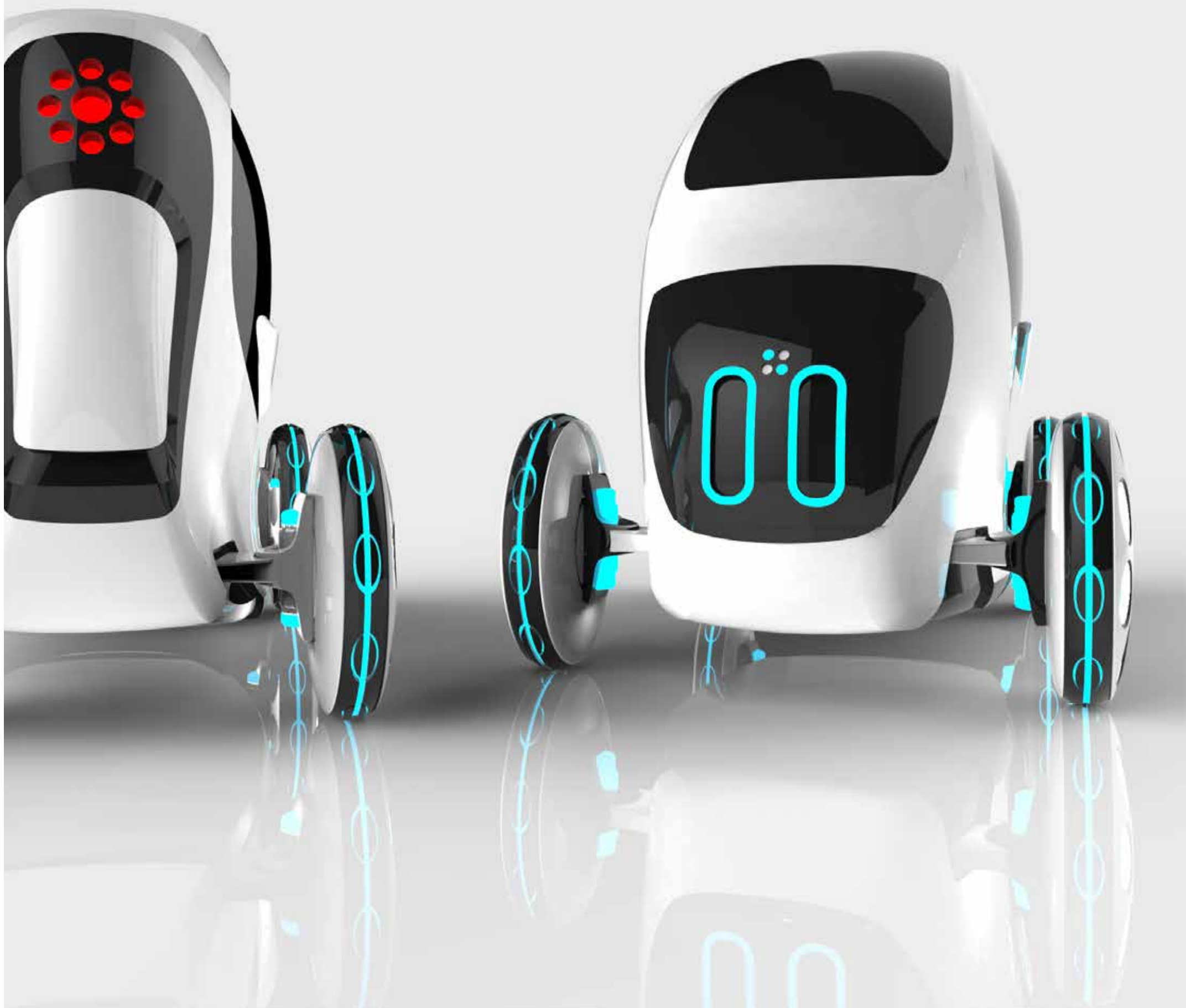




Anthony Franze

Graduated 2009
Bachelor of Industrial Design



BMW Urban Driving Experience Challenge

Anthony Franze` was the proud winner of the BMW Urban Driving Experience Challenge 2025.

"The Local Motors community was asked to share individual visions of class-leading features and functions for premium vehicles in a future urban environment. By the end of the challenge period, nearly 3,500 individual design boards were submitted from users all over the world in support of just over 400 innovative feature concepts. Though each entry was unique, there were

several recurrent themes across all entries. These themes included: vehicle connectivity, car sharing, gamification, doing good and others.

The leading 10 entries certainly reinforced these themes, and the winning entry by Anthony Franze` even combined all four in one transformational concept - "Reward Me". Out of all of these themes, the BMW Group has chosen Anthony's idea of doing good as the most revolutionary and impactful theme".

CV

2009 - Current - Freelance Industrial Design: Ongoing product development projects and prototyping, for the consumer sports industry, Climate Control products, Augmented Reality Products, Electronics and Healthcare products, Patent Drafting Services.

2009 - 2014 Milford Industries: Design of the Cab Gard Vehicle Load Restraint Device and many VLR products.

Currently - Industrial Designer at Icarus Industrial Design

www.franzeindesign.com.au

Awards

2012 First Place Global Competition, BMW Urban Driving Experience Challenge

2012 Runner Up- U.S. Manufacturer, Local Motors & Shell Oil, Game Changer Competition

2011 Winner Local Motors, Design Blitz, Rally Fighter Production Vehicle Component

2011 Completed a series of eight commissioned artworks, for the corporate offices of the Australian National Drag Racing Association (ANDRA).

2008 University of South Australia Industrial Design Consultancy Award

2008 Runner up – STRATCO Australia, Conceptual Design of a domestic building integrated electricity generating wind turbine

2007 Winner- Hills Industries Pty Ltd, Design for Usability Competition

2006 Winner- Iken Furniture Sydney: Design a Workstation of the Future Competition

Uni Memories

The outright buzz of interacting with creative people from all walks of life, making discoveries about my own capabilities and being encouraged to push the boundaries of what is possible; it was a truly magnificent experience!

Advice

'Do Good'

CELEBRATING
25
YEARS



University of
South Australia

**made it.
better**

Works by South Australian
Industrial Design Alumni

December 2015