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Cumulus International Association of
Universities and Colleges of
Art, Design and Media
General Secretary Eija Salmi
PO Box 31000
00076 Aalto, Finland

Professor Sam Bucolo
Director
Design Innovation research centre
CB15.02, 622-632 Harris St, Ultimo
NSW 2007 Australia
T: +61 2 9514 8998
sam.bucolo@uts.edu.au
www.uts.edu.au

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Dear Cumulus Executive Board and General Assembly,

RE: Letter of Motivation CUMULUS EXECUTIVE BOARD VI 2016-2019

I am writing to express my interest in re-applying for candidacy of the Cumulus Executive Board VI. Outlined in this document are my ongoing motivations for re-appointment, an outline of my work to date in representing Cumulus and finally how I see my expertise and knowledge contributing to the long term success of the association.

I have been involved in Design Education for over the past 25 years, in various leadership, teaching and research roles. During this period I have augmented my scholarly pursuits of design with 20+ years as an industrial design practitioner, working with start up's, small to medium sized enterprises (SME), multinationals and government bodies within Australia, Asia, America and Europe. This engagement with industry through an academic lens has allowed me to build a significant depth of expertise, in understanding the future value of design and reflect on the challenges and opportunities for design education. I have published widely on this topic, providing valuable insight to industry bodies, government policy and academic organizations as to future opportunities for the role of design. Over the past few years I have held a Directors role within UTS to allow me to experiment with new models of engagement to reinforce how design can address some of our most complex societal and economic challenges.

Since joining the Cumulus board, I have been active in supporting the mission of Cumulus and delivering on the objectives I set myself 3 years ago. However I feel I am only part way there and through a board re-appointment I will be able to continue this work on these initiatives over the next 3 years. Specific activities I have undertaken include co-leading the Industry and Innovation working group to explore how design education can strengthen its relationship with industry partners. I have been active in bringing the voice of design education from my region to the Cumulus board through ongoing local member surveys and reports. I have also been honored to represent Cumulus within the region through participation in local conferences such as IASDR (Australia) and Eeum (Korea).

If elected to the Cumulus Executive Board VI, I aim to continue with the activities I have started and aim to focus on further strengthening the positioning of Cumulus by leveraging my expertise, knowledge and networks in bridging design education and industry closer together. I believe the future of design education is at a critical junction as current economic paradigms shift. Cumulus is well positioned to lead this debate, however it will need to remain focused, provide the necessary evidence and ultimately lead by example through its membership network.

Regards

Professor Sam Bucolo PhD, MAppSc, GDID, BAppSc, FDIA
Director Design Innovation Research Centre
University of Technology Sydney
Australia