

## Letter of motivation for the candidacy of Rachel Troye for the Cumulus Executive Board membership VI (2016-2019)

Oslo, November 29<sup>th</sup>, 2015

I am highly motivated to become a member of the Cumulus Executive Board VI (2016-2019). I want to contribute to further developing the organization to attain its goal of having impact and wielding the power of the arts, design and media to contribute to a better, more sustainable and human centred future for all of humanity.

I believe my international design background coupled with my Norwegian values and the design education I represent as Pro Rector and Head of The Institute of Design at The Oslo School of Architecture and Design (AHO) can truly contribute to reaching these goals.

I have lead and positioned the Institute of Design over the past 4 years, and recently been reappointed a second 4-year term. I represent an internationally renowned, well established and agile design institute where research and education inspire and inform one another, to assure that we are at the forefront of the development of the design fields we represent.

We take a broad approach, emphasizing the relevance and importance of design within contemporary society. Our programme reflects the rapidly emerging fields of design, responding to societal and cultural challenges, new technologies, and increased complexity. We aim to educate adaptive experts with a holistic approach as well as exercising specialized knowledge and skills to enable collaboration across many disciplines and cultures. Historically, the programme focused on Industrial Design but today its scope also includes Interaction Design and Service Design. Systems Oriented Design is explored as a method for creating overviews and holistic knowledge, and to develop insight and common understanding of complex and unstructured problems. Our perspective is that good design creates aesthetic and functional products, services, and experiences that delight and improve the lives of its users.

Being a Norwegian design education we naturally identify with Norwegian values. Our close relationship to nature and respect for the environment makes us sensitive to sustainability issues.

We also have a very honest relationship to materials, and a legacy of participatory design. Our long tradition of social democracy and welfare, places people naturally at the centre of all design processes and also facilitates innovative and novel ways of working without hierarchies.

I believe our approach to design at AHO is relevant for todays society and I would like to share our experiences and further develop the fields of design together with the Cumulus members. Together we can assure that the arts, design and media can be even more relevant and have increased impact and create value for people, profit and planet in the future. I also believe that collaborating with Cumulus members will be highly beneficial for AHO and increase our international horizons.

I have been in professional design practice for 20 years (Switzerland + Norway) within branding and visual communication, and have been involved in education and design leadership for over 10 years.

I truly enjoy sharing and developing solutions and strategies with diverse others as well as leading and organizing these processes. I speak several languages and easily adapt and connect with people of different cultures and nationalities. I know I would enjoy sharing and contributing to the Cumulus Board and the Cumulus Community, and I hope I will get the opportunity to do so.

Best regards,



Professor Rachel K.B. Troye  
Pro-Rector , Head of The Institute of Design  
The Oslo School of Architecture and Design