

My candidacy for the Cumulus Executive Board membership VII (2019-2022)

I am highly motivated and excited to have the opportunity to become a member of the Cumulus Executive Board and to bring in my broad international and academic experience to support Cumulus on its way and to increase the importance, the values and the power of design in society.

Cumulus is the visionary, integrative and collaborative network envisioning alternative futures, creating opportunities and linking academic partners on their way to transformational change. As design is in a process of transformation itself, academia needs to create new formats in order to address relevant topics for and through design. It is about quality, openness in addressing increasingly complex challenges, about collaborations, the exchange of experiences and expectations what is driving me to shape design research and education on a global level with the impact Cumulus has.

At Köln International School of Design (KISD), I am passionately responsible for internationalization since more than 15 years. In this time, I shaped and positioned the institute both as Director (2002-2006) and Dean of the Faculty (2006-2018). In various workshops, jury memberships and activities like the global platform Cultural Library or the Global Design Initiative, I am working on new opportunities for and *through the means of design*.

As **creative linking** is crucial for Cumulus, I want to offer my expertise to both dimensions: The **linking** of the variety of partners, both in academia and with stakeholders outside academia through topics and formats encouraging to build new bridges and to deepen existing collaborations. The other dimension is the **creativity** in linking – meaning risktaking, experimentation and the passionate contribution to new formats and opportunities of linking and collaboration. I can bring my experience in developing and organizing conferences and setting up formats of collaboration to advance Cumulus by connecting its members and giving them visibility and opportunities for dissemination of their expertise. Building relations to new partners outside academia will further increase the visibility of design and showing the potential design as a visionary discipline and profession has to address relevant issues in society.

Advancing Cumulus will also be possible through jury memberships and being an active participant or speaker in conferences globally. More than 15 years of international experience in strategic collaborations, a reliable network and my passion to encounter different cultures, perspectives, colleagues, students and partners are enabling me this exciting activity.

One of the core activities I see for Cumulus as a growing organization is to **support members in their strategic collaborations amongst partners**. We all have to deal with new challenges in design, academia and society. For universities it means to go for quality and not quantity, to increase the quality and level of collaboration through **criteria** for the proper and complementary partners as well as finding new formats for collaborations. I have a great interest (and experience) in dynamic, agile formats that might be “prototyped” below the bureaucratic radar. In addition, efficient and sustainable platforms are necessary to deepen partnerships, create and run emerging formats as well as disseminate knowledge and experience.

As a Cumulus Executive Board member, I will be absolutely motivated and committed to the requirements and opportunities of the challenging work in an international team. I would like to engage in an existing or new working groups and represent Cumulus in my ongoing and new activities. In our Internationalization Strategy at KISD we decided to increase our work in, for and through Cumulus on various levels extending our activities beyond the X-Files (International Affairs) working group.

At Cumulus Rovaniemi, we will actively contribute and host a session on “*New perspectives through strategic collaborations: expectations, strategies and formats*” inviting our most important academic partners to Rovaniemi and working together with other members. Furthermore, KISD is planning to apply for hosting the 2021 conference (also celebrating our 30th anniversary).

Last, but not least, collaborations are about the opportunity to ***enjoy the otherness and to enjoy the conviviality of the discourse***. Thus, members and participants need to enjoy working with the different platforms Cumulus is offering. In the open atmospheres of conferences and workshops there must be enough free space to let new ideas emerge in order to face both nowadays and future challenges. I always enjoyed the discussions and opportunities to meet new people at the various Cumulus events - and it would be a pleasure for me to enhance this idea in my work as a CEB member.

In a nutshell: From my perspective, the next years will be important for Cumulus to *discuss and communicate the changing role of design* and keep the *quality in a growing network*, to keep or raise the *quality of academic discourses at Cumulus*, to contribute to research in and through design and to *strengthen the network* through more intensive multilateral collaborations.

I would be very pleased to use this opportunity to get to know all of the Cumulus members, to attract and support new members in a careful way of growing and to serve the whole Cumulus community in its variety and richness in the next years.



Prof. Philipp Heidkamp
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