

Letter of motivation for the candidacy of Rachel Troye for the Cumulus Executive Board membership VII (2019-2022)

Oslo, January 4th, 2019

I have been a member of the Cumulus Executive Board VI and I am highly motivated, and hope to get the opportunity to continue and substantiate my contribution for a new period. Having had the opportunity to serve the Cumulus community has been a true pleasure for me on so many levels. The global Cumulus community is unique with its warm familiar atmosphere coupled with its high ambitions for continually improving the development of our disciplines. With another period on the board, I will secure continuity and underpin the positive development and work we have initiated. I also believe Cumulus will benefit from the experience I have gathered as a board member over the past 2 ½ years.

During my period on the board I have contributed to the international outreach of Cumulus by represented and presented Cumulus amongst others at the AIGA conference in Las Vegas, as well as at the Service Design conference in Chile and the WDO in Torino. I have also signed an agreement on behalf of Cumulus with the CEAI (China Education Association for International Exchange) in Beijing, and contributed to the draft of the Montreal Design Declaration particularly positioning the role of design education and research. I have contributed to the further professionalization of the organization through strengthening its visual communication, and organization around conferences and other activities. I have taken an active part in the Leadership working group and recently started a working Group for Women in Design. Beyond that I believe I have contributed to strengthening the warm and friendly atmosphere that is at the core of Cumulus both in the board and in the organization as a whole.

I hope that I will be granted the trust to serve Cumulus for another board period to further develop the organization in achieving its goal of having greater 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 culture 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 led and positioned the Institute of Design over the past 7 years as 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. Our perspective is that good design creates aesthetic and functional products, services, and experiences that delight and improve the lives of people.

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 today's society and I would like to share our experiences and further develop the fields of design together with the Cumulus community. 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 the Cumulus community 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 12 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 have truly enjoyed sharing and contributing to the Cumulus Community, and I hope to be given the opportunity to continue to do so in the next board period.

Best regards,



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