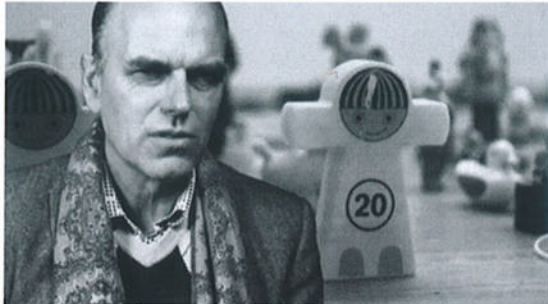


Ref: Motivation Letter CEB



Verheijden Bob Try Out, A choreography of making, 2016

Dear President and Members of the Executive Board,

The Cumulus association has its origin in the aim to unite Art and Design institutes to make life beautiful. I became a member of the Cumulus network in the early beginning in 1993 in the role as young Head of Program Product Design of the Art Academy in Arnhem (ArtEZ). At that time, the intention of just a small group of design education institutes was to collaborate and exchange knowledge and to create an international learning community.

After several years in education, I left the network and my role as Head of Program to concentrate entirely on my work in the industry as designer and director of an interdisciplinary office for design and architecture. Eight years ago I came back in education to share my knowledge gained in the industry among others as HoD of Design at the Minerva Art Academy. I am still surprised how big art and specifically design education has become and sometimes what kind of “noise” is created around our main aim on how to make the world beautiful together. My contribution to the board is taking responsibility and helping to start the discussion about how change the “noise” into power for our primary goal as a learning community: making the world beautiful.

Kind regards,



Bob Verheijden
HoD of Design
Minerva Art Academy, Hanze University of Applied Sciences

Noise: over-administration, over-regulation, over- controlling, over- methodological, misunderstanding, internal - external politics, over-ranking, over - measuring,

Beautiful: sustainable, attractive, inclusive, durable, exciting, loving, experimental, careful, helpful, understandable, sharing, reliable, responsible