



Roma, January 2, 2019

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

Object: Letter of Motivation for the candidacy to the Executive Board VII of Cumulus
Association, Years 2019-2022

Dear General Secretary Eija Salmi, dear General Assembly,

I am a Full Professor of Design, Design Unit Chair, Director of Sapienza Design Research Interdepartmental Centre, Chair of the PhD Design Curriculum at Sapienza University of Rome and a member of the Board of SID, the Italian Society of Design. While I was elected for the Cumulus Board VI 2016-2019, I am writing this letter of motivation to explain the reasons of my second round candidacy for the elections of next Cumulus Board VII 2019-2021.

While Sapienza University is a full member from 2003 and I am following Cumulus Association since 2006, I kept being actively involved in a number of initiatives, such as conferences, working groups, publications and exhibitions, the General Assembly, so collaborating both with the former President Christian Guellerin in the years 2010-2013, and for two rounds with the present President Luisa Collina in the years 2013-2019.

Before my position at Sapienza, I was a Design Faculty and a Graduate Chair at Carleton University in Ottawa (Canada) and at that time I worked for having my Program become a member of the association, also giving a contribution to enlarge our community in Canada and Northern America and building bridges with Europe.

Over the years, I was co-curating the design competition, the exhibition and the catalogue entitled 'Design to feed the world', which was featured during the Cumulus conference in Milano in 2015.

Among the latest projects, I am co-chairing the ReVeDA working group on design research since 2013 and at the moment I am working for a Cumulus think tank publication, which is mapping research in our global community, as the result of the activities of the WG and displaying the different approaches, best practices and fields of interest worldwide. Additionally, recently I was instrumental to work for the submission of Sapienza University for the call for Cumulus conferences 2019-2020 and I am glad my Institution was selected to host the Spring conference in 2020, which at the moment I am committed to chair and to work for the organization.

Connecting in various ways to the global design community always played a special meaning in my academic work since it allows me to share and innovate ideas, approaches and design thinking, all in an effort to connect other educational and research academic centres.

In the ever-growing context of internationalization and global design, with more than 200 members, I strongly believe that Cumulus is playing an amazing role expanding the network



from Europe to the rest of the world, so connecting Asia, the Oceania, the Americas and Africa. The richness of our community should be found in the plurality and the diversity of its members, spanning from big to small educational institutions, from public to private, from Universities to Colleges, Academies and Schools of Art, Design and Media. Such richness is reflecting the actual state of design education and research worldwide and should be considered an incredible picture of the different approaches and focus in design, to foresee and to lead the future directions.

Sharing and collaborating are my values in design research and education, but also a way of working to be built and nourished carefully together with everyone in every project. Hence, based on my personal and academic experience and in collaboration with Cumulus members and friends, I would like to continue the work started in the former Executive Board, while keeping to give a contribution to the next CEB on the following areas and actions:

- helping the development of an agenda of smaller initiatives to be taken also remotely between the main large conferences;
- facilitating the implementation of networking activities among all the members, so that everyone will have an active role in the development of our large community;
- supporting the dissemination and sharing of our scientific initiatives, while collaborating and contributing for the editorial activities and planning;
- upholding and implementing the activities for the ReVeDA Working Group on research in design and the arts, so to develop the project of a publication displaying the dynamic research map of our community.

Next Executive Board will inherit an important heritage to be maintained and developed, but also cared gently so that the large size of our community won't affect the open and inclusive character of the Association. As a consequence, one of the challenges will be taking care of each member to be included into networks of educational and research projects, and supporting them to be a key player for the development of long-lasting smaller initiatives, which should fill Cumulus agenda after and in-between the main conferences. I believe this should help in reinforcing our sense of community for the future.

Based on the reasons above, I would be pleased to serve proactively our community with enthusiasm and positivity, but moreover with the help and the support of the members of Cumulus, while taking the advantage of their suggestions and ideas.

Sincerely,
Prof. Lorenzo Imbesi

