

To the CUMULUS Board Election Committee

Zürich, December 18th

Professor Michael Krohn, Zurich University of the Arts.

Letter of Motivation as candidate for the CUMULUS Board VII,

Dear CUMULUS Family, dear CUMULUS Board election committee,

With this letter of motivation, I'm declaring my will to be elected for the CUMULUS Board VII at the GA in Rovaniemi.

The CUMULUS family was since begin in the 90's part of my academical life - before and after I was member of CUMULUS Board II and III. As a past member of the board, I am very familiar with the required skills, network, dedication, responsibility and workload. In my experience CUMULUS is the most important global network of design education, -practice and intercultural links. It shapes the future of the design discipline; in policy, culture, economy and research.

Today I'm head of the Master of Arts in Design and Deputy Head Department of Design at the Zurich University of the Arts. My academical career started in the early 90's and led to several senior positions at the Zurich University of the Arts. Since my graduation as Industrial Designer, with a background in engineering, I followed a two-legged career: as an academic in design formation and -research and a practice designer. This fruitful combination is the basis of my motivation. I'm still very active on an international level; a number of my education- and research projects take place in Europe, Asia, South America and Africa. This led to a global network consisting of various design institutions, enterprises and NGO's.

I'm convinced, based on my experiences, to be able to add a future oriented perspective for the global design formation, design practice and design research. Believing the next generation of designers shall be able to understand the necessities of the society, economy and culture. This to qualify for complex tasks with the needed set of methods, skills and knowledge. Our near future will ask for options how the society deals with disruptive technologies, sustainable economies and societal challenges. Saying this: I know what is expected from a board member and what can be achieved with a strong CUMULUS Executive Board.

Yours sincerely

Professor Michael Krohn

