

December 20th, 2018

Cumulus Secretariat

Cumulus the International Association of Universities and Colleges of Art, Design and Media

Aalto University, School of Arts, Design and Architecture

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Finland

Letter of Motivation Cumulus Executive Board VII 2019-2022

I am a professor of Academy of Arts & Design, Tsinghua University and also the executive Dean of Tsinghua Arts & Design Institute in Milan and the Director of Fashion and Textile Design Department, Tsinghua University. I am writing this letter of motivation to explain the reasons of my candidacy for the election of Cumulus Executive Board VII 2019-2022 and express my way to contribute the long terms success of the organization.

As a professor with more than 20 years of experience in design education, I have been involved in and experienced the development of undergraduate, postgraduate and PhD teaching programs in Tsinghua University. I have been the external examiner of Hong Kong Polytechnic University and the PhD Supervisor of Birmingham City University, UK since 2009. I am also the visiting professor of Polytechnic di Milano. As a design educator, I am lucky to work with pioneers for China design education and have devoted to international design education exchange network with Europe, America, Asia, Africa and Australia. As a researcher, I focus on sustainable fashion and textile design research and have connections internationally.

Tsinghua University has been CUMULUS member since 2009. We have organized CUMULUS Beijing activity in 2010 during CUMULUS assembly. I also have been deeply involved into CUMULUS activity in China.

I would like to give contributions to the next Executive Board on the following areas and actions:

-Enhance the relationship between the members and with other organizations. I have been the director of international office for over ten years and also the executive director of Global Innovation Centre for Children, Tsinghua University (TUGICC), which is a partnership platform between Tsinghua University and United Nations Children's Fund. My team established 57 international partners of Academy of Arts and Design, THU during last 10 years. With my experience, I hope to enhance the interaction between members and expand the partnership with other organizations.

-Make more strong influence of CUMULUS in China and other countries. There are over

1000 universities and colleges have design programs in China. Most of them need to strength their international contacts and enhance their level of design education. Tsinghua University is the leading university in China with broadly influence, which will make a great potential opportunity for international exchange of design education. CUMULUS can play an important role for this international exchange and contacts in a broad way.

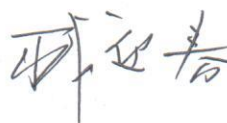
- Enrich sustainable study research into CUMULUS. My research focused on sustainable fashion and textile design. In China and overseas, sustainability is a global research subject. Within the development of reform and economy in China and global change, I have witnessed people and the government paying more and more attention to sustainability and we have implementations and accumulated experiences. My research background will help Cumulus to enrich in this area.

As a top university in China from design research to multi-disciplinary education, Tsinghua University is also the first to start design education on MA and PhD program in China. Within the 107 years, its reputation and education output is internationally recognized and respected. This advantage will bring a strong resource and benefit to CUMULUS and its network.

By strongly support from home University, with my broad network and connections within international design education institutes, industries and government organizations, plus my education and research background, I believe that this rich resource will help to enhance the international cooperation and expand the influence of CUMULUS. If elected to the CUMULUS board, my commitment to building and extending the network and strengthening its strategic direction will be a priority. I believe that my role can help to extend this important task and leverage global connections and partnerships in sustainable development.

Sincerely Yours,

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