

**University of Art and Design Helsinki**

Att. Mrs Eija Salmi, General Secretary  
Cumulus Secretariat  
Hämeentie 135 C

00560 Helsinki – Finland

Basel, 21<sup>st</sup> of January 2019

**Letter of motivation – application to the Cumulus Executive Board****Acting International – a mission**

Since 2003 I have been in charge for the international relations of the Academy of Art and Design FHNW in Basel/Switzerland\*. Due to that, I am representing our institution in all the Cumulus General Assemblies and meetings. I am Head of the International Office and responsible for all exchange programs of eight institutes in art and design. Being the international coordinator, I am familiar with the daily business of managing partner universities and exchange programs like SEMP (Switzerland's program linked to ERASMUS+) – from a strategic perspective as well as in daily business. I am also representing our art and design school in the board of International Relations RINT of the University of Applied Sciences FHNW in Northwest Switzerland.

**Campus of Arts in Basel Switzerland – creative opportunities for international projects**

Basel has an outstanding position in Switzerland for its interdisciplinary and intercultural exchange. It is located at the borderline to France and Germany and even historically connected to Europe by the river Rhein. In 2014 the academy moved to our new campus with amazing facilities for about 1000 students and employees in art and design. Within short time it became a creative hotspot in Switzerland but also internationally. The Basel School of Design is worldwide the iconic synonym for Swiss graphic design and typography. Our campus of arts is a hub for architecture, museums and design companies. There are strong relations to prominent neighbours: Herzog & de Meuron's office and museum, the Museum of Electronic Arts and the Schaulager. But Basel offers even more: e.g. the Art Basel, the most important art fair worldwide - our international congresses and exhibitions are part of the official event program. With Vitra and its amazing architecture and museum, design has also an outstanding heritage here.

**Internationalisation - a key issue for the Academy of Art and Design FHNW in Basel**

A strong example for "Internationalization" as a strategic issue is our international PhD program by ECAM for art and design, which was founded 2017 together with international partners. In addition to that, all master programs are held in English and German. They are attracting students from all over the world. International cooperations in education and research are numerous and on all levels. Design experts from all over the world are frequently invited. Hosting and participating international congresses, events and fairs are an essential part of our university's DNA and key factors for an international reputation and

success. Design and art research and education have been the centre of many activities and exchanges at international level, which are documented in our publications, generally also in English.

The presence of the Academy of Art and Design FHWN in Basel as board member of Cumulus could bring new inputs for the development of education and research in design. In this regard I would like to underline some aspects of international activities, that could become assets of my participation as a member of the Cumulus Board:

**Interdisciplinary approach – defining the future role of design and art education**

The academy of Art and Design in Basel is a strong player of innovation in design and art studies. The “Basler Modell” combines a variety of future oriented methods to enhance an inter- and transdisciplinary “state of the art” education. Core of our model is ECAM with its PhD program that started in 2017. Future orientated design education needs to handle the global and interdisciplinary challenges of social change and environmental impacts. At the same time, it should balance a global approach with respect for local identities, human needs and our environment.

**Beyond digitalization - chances through art and design**

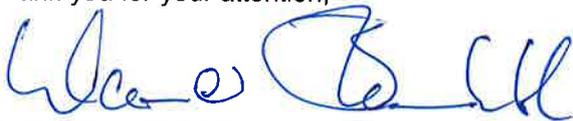
The disruptive potential of digital change will become a main issue for our future. It'll have an impact in almost all parts of our life. Cumulus with its diverse and advanced network could be the place to discuss, research and define scenarios in order to influence the developments in a positive manner. To be prepared for the upcoming challenges I will open a Lab for Digital Integration at the Institute of Industrial Design this year.

**Design for one world –the United Nations sustainable development goals**

Cumulus is already a compass for aspects of sustainability in design. It could even strengthen its role of reflecting design in a global, sustainable scale and perspective. The global challenges need interdisciplinary efforts even beyond the profession of design. Cumulus could be a strong institution to develop and encourage cooperations between design and other sciences and institutions on different levels.

I think, that Cumulus network has its main strength in its diversity of worldwide members. It is the power of different thoughts and statements that enables us to rethink and shape the future of design. Cumulus offers the opportunity to disseminate design internationally towards institutions, enterprise and governments. It can be a powerful ambassador for the ideas of a sustainable and human design as a necessary form of innovation. Since 2008 I am the representative of our Academy of Art and Design FHNW in Basel for Cumulus. During this period a number of cooperations, exchanges and partnerships were emerging, initiated by our Cumulus membership. Even more than that, I also personally made great experiences within Cumulus and gained many new friends. Now it's time for me to give back something to the Cumulus family by participating as a board member.

Thank you for your attention,



Prof. Werner Baumhagl

Head of Institute of Industrial Design

Head of Studio Industrial Design, Masterstudio Design

Head of International Office HGK, International Coordinator