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Pontificia Universidad Católica de Chile
Escuela de Diseño

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CUMULUS EXECUTIVE BOARD VI 2016-2019 CANDIDACY PROPOSAL

Letter of motivation

Professor **José Allard**

I have had the opportunity to study Design in important schools, both in America and Europe. I obtained my undergraduate and master's degree in the United States (BFA The Corcoran School of Art, Washington, DC / MFA California Institute of the Arts, Los Angeles, CA) and later my PhD in Industrial Design and Multimedia Communication at the Politecnico di Milano, Italy. At the Politecnico, I also participated in the Visual Communication Unit as lecturer and researcher.

My education not only provides me with a broad international background but also modeled my understanding of diverse design methods, approaches and views. However, the most important part of my academic and professional views on Design have been defined confronting and adapting my academic background with the challenges I face working in a developing country such as Chile.

Since 1998 I am a professor and researcher at Pontificia Universidad Católica de Chile (PUC) - a leading institution in Latin America (among top 35 in the worldwide Ranking QS). I have led applied research and consultancy projects in service design, information design, and visual identity for public and private institutions. My work has been published in national and international journals such as Information Design Journal (IDJ), Linea Graphica (Italy), ARQ (Chile), Fractal (Brazil). After six years as Director of the School of Design at PUC and three as Cumulus Executive Board member, I believe I'm in a strong position to present my candidacy to be re-elected for Cumulus Executive Board.

I also understand design as a creative and productive activity at the service of others. Focusing on the interaction between humans and their environment, it seeks to contribute to a sustainable development of nations and to improve the quality of life of people. I believe design schools should contribute to society with professionals who have a complex understanding of the world they participate in, capable of intervening at the strategic level of organizations. It is important designers dive into the challenges they are faced with a humanist and holistic approach.

I truly believe Design can improve the quality of life, particularly of those living in developing countries. Design can have a significant impact in the development of emergent countries. Thus, my commitments as part of the Board has been encouraging the participation of more design schools in emerging economies to become part of Cumulus.

Design can also greatly impact the quality of public services. Through interventions at the government level, it is possible to affect an important part of the population, particularly more underprivileged groups within countries. Actively participating in the public sector has not only changed the way I practice design, but most important, how I teach the discipline at school. The constraints and considerations that a designer must consider in the public sector differ from a private sector logic, and therefore should be part of an evolving conversation in how we prepare designers for this expanding field. I believe Cumulus should play an active role in these conversations.

As part of the Cumulus Board, I aim to represent a positive outlook of design; a view that comes from the periphery but conscious of the global challenges of our discipline.

José Allard

Director
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