



## President's Message

### Cumulus for Ukraine Spotlight

Shortly after the invasion of Ukraine, our Secretariat team and Board mobilized to take action. In support of the Ukrainian art and design students and educators displaced by the war, we created two parallel mechanisms to leverage the resources and expertise of our global association.

The first way: we wanted to compile and amplify members' initiatives (please keep on notifying us through this [form](#)) and looked to capture them on our website to disseminate through our channels. The second way: we wished we could assist students and colleagues seeking asylum to study/teach. From the news pouring in from our international higher education community and by contacting our member institution directly in Kyiv, we understood that many students and colleagues had to relocate to neighboring countries without time to think and plan how to continue their lives in the future. Therefore, we felt that a personable contact with colleagues ready to respond could make a difference and be helpful amid the crisis. We asked ourselves how we could serve as "match-makers." How could we help provide specific guidance about sanctuary initiatives emerging in our institutions?

The [Cumulus for Ukraine](#) program came together in about a week. I was grateful to collaborate with Karen Davison on the creative direction for the beautiful sunflower mark she designed for the program and with Justyna Molik in our Secretariat, who coined the title for the program. With the contributions of our SG, Eija Salmi, the leadership of my colleagues Adam de Eyto, Philipp Heidkamp, Anne Pikkov, and Teemu Leinonen, and the support of our Board, the project took shape. The entire effort has been teamwork at its best. It evidences the incredible generosity and purposeful action that the Cumulus community can shine on the world. Our continued thoughts are with all of our colleagues in our Ukraine member institution, the Kyiv National University of Technologies and Design. Thank you to Dr. Kalina Pashkevich, Professor of the Department of ergonomics and design, who has responded to our outreach and disseminated this resource to students in need!

I invite you to read Teemu's testimonial, who shares further insights on the program and his interactions with many members of the Ukrainian community, making this effort more than worthwhile.

Best wishes,

*Mariana*

**Mariana Amatullo, PhD**

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Cumulus  
for Ukraine



### Cumulus for Ukraine: Knowing We Care

When the Russian invasion of Ukraine started on February 24th, our Executive Board and the Secretariat began discussions to explore how we could concretely help our colleagues and students in the country. It was obvious that millions of people would be displaced, among them colleagues and students from art and design institutions. With a human-centered and emphatic design approach, we considered how we could serve the people on the move — leaving their homes in the middle of a war without knowing where to go and where to relocate. We thought that the possibility of getting in touch with someone who is professionally related, although not your colleague as such, could help in many ways. Knowing that someone cares, that there are safety nets, and that there are people around the world who are organizing ways to make it possible for art and design students to continue their studies until the war is over matters.

We got our [Cumulus Ukrainian Community Form](#) online by the end of March. The idea of the form was to offer art and design students and faculty members the possibility to have access to human practical advice: where to go and where to apply for a place to continue their studies or teach/ work in one of the Cumulus members' institutions. In the span of a week, we were contacted by 30 individuals. Our personalized email responses highlighted the programs in the schools of the countries folks were interested in to move to continue with their studies. We have yet to find out from everyone if this helped and resulted in successful placements for these students and faculty members, although we have already received a couple of encouraging follow-up messages. What we do know, however, is that each of the individuals who contacted Cumulus got a personal response. And this matters - it is a gesture communicating to those individuals who reached out to us that there are people who care. That our Cumulus global family cares.

**Teemu Leinonen, PhD**

Associate Professor of New Media Design and Learning

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