

Letter of Motivation to Cumulus for application to become a board member from Prof Des Laubscher, CEO and Founder of Greenside Design Center.

It is a great honour on one hand, but I also feel very humbled on the other hand, to put myself forward as a candidate to serve on the Cumulus Executive Board and thereby serve the Cumulus community from 2022 to 2025.

I think my extensive experience gained on four international design professional bodies, two of which I served as President, gives me a unique position to bring design professional bodies to make a connection between design professions and education via Cumulus.

I also respect and admire the Cumulus ethos and integrity attached to the organisation and I hope to continue to build on the Kyoto Design Declaration:

- Proposing new ways of thinking and new values in design
- Creating an era of human centred development
- The imperative of designers to assume new roles
- Seeking ways to create and collaborate towards a sustainable world through design
- To take global responsibility through design
- The power to make fundamental changes through design for the world

21 years ago, I said in my Position Paper on Social Responsible Design, to the IFI, the International Federation of Interior Architects/Designers, “design must improve the quality of life for all”. I believe in this more now than ever before.

We have built an amazing network of designers and design universities in Africa through the Pan African Design Institute. Robin Turner, now an ex Board Member of Cumulus, and I have worked tirelessly to build this network with other great designers in Africa. We now have connections in many African countries and this includes design schools that we need as Cumulus members. I believe this is now a reality as PADI works in 20 African countries. I will dedicate myself to the task to bring more African members to Cumulus as a Past President of the Pan Afrikan Design Institute.

Prof Des Laubscher