

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

General Secretary Eija Salmi
PO Box 31000, 00076
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09 May 20221

To whom it may concern:

I appreciate this opportunity to offer the very highest level of support for Lorenzo Imbesi to become the next President of Cumulus for the next term 2022-2025.

In my position as current President of the Design Research Society DRS, Founding President of the European Academy of Design EAD, founding Editor of The Design Journal, and Cumulus representative for Imagination Lancaster, I have known Lorenzo Imbesi for many years and have worked with him in international collaborative projects in person and at a distance. I have witnessed his energy and dedication to the international design community, coupled with his open and innovative attitude to leadership. Thus, his prestige and recognition has grown amongst the large international design community.

I believe Prof. Imbesi is an excellent candidate for the Cumulus Presidency and to lead such large global association with a humanist vision, moral integrity, and empathetic style. He will be able to address the important challenges and choices to be taken in the next three years, whilst always keeping an inclusive and collaborative approach and respecting the culture and the heritage of the community.

Over the years as his career and influence progressed, I developed a great respect for Lorenzo's global reach coupled with a high work ethic and scholarship: before his position of Full Professor and Director of Sapienza Design Research, Lorenzo was a Faculty at Carleton University in Canada and was Visiting Professor for several universities worldwide. Lorenzo's extensive academic research and publishing is also

exemplified by the many editorial roles he played for international design journals, such as The Design Journal, Design Principles and Practices and DIID.

Additionally, he has undertaken extensive work in chairing many important international conferences such as: "Design for Next", 2017 EAD conference, and very recently "Design Cultures" 2021 Cumulus conference at Sapienza University of Rome, where the whole conference was re-designed as a hybrid experience due to the Covid-19 pandemic. This expertise will contribute greatly to envisioning the future of Cumulus conferences and initiatives.

Whilst Prof. Imbesi has been a member of the Cumulus Executive Board for two periods in succession, he has undertaken several important initiatives, such as the Working Group on Design Research and the PhD Network, again illustrating his exceptional proactive dedication towards the Association.

Lorenzo is a humble and approachable person who loves to share his extensive knowledge with others, so embodying the culture and the values of Cumulus. Lorenzo promotes new ideas and innovation in research, while supporting others and he strives for and achieves exceptionally high standards.

In summary, I strongly endorse Lorenzo Imbesi for the position of next Cumulus President 2022-2025. I am certain he will make a brilliant job at leading Cumulus over the next three years and beyond and I look forward to seeing the work that can be done by this amazing Association for the benefit of the Art and Design community around the world.

Yours sincerely



Rachel Cooper OBE

Distinguished Professor: Design Management and Policy

Director: ImaginationLancaster <http://imagination.lancs.ac.uk>

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President: Design Research Society