

**Letter of Motivation – Adam de Eyto, PhD**

Dear Colleagues and members of the Cumulus community,

Please consider this letter as an expression of my motivation and commitment to continue to serve the Cumulus Association.

I work as Head of Design at the [Limerick School of Art & Design](#) at the [Technological University of the Shannon](#) on the West Coast of Ireland. I have worked in a range of management, academic, and research roles in three institutions during my 20+Years in Higher Education. Prior to this I worked as a consultancy designer with Ireland's leading Industrial design agency and as a designer in the outdoor equipment industry.

When I previously ran for election to the [Cumulus Executive Board](#) (CEB VII), I committed to serving Cumulus to the best of my abilities, to work in the interest of our members and to expand the reach and diversity of Cumulus to as wide a global membership as possible. I was deeply honoured to be elected by the members at the 2019 General Assembly elections in Rovaniemi and was privileged to join such esteemed board colleagues from around the globe under the leadership of Dr. Mariana Amatullo as the 1<sup>st</sup> non-European President of Cumulus. The President and the board nominated me to become the first Treasurer of Cumulus, a role which had not existed before. I was again honoured that the members approved this nomination at the 2020 GA and so as Treasurer I have begun the job of working with the Secretariat, the Board and our host (Aalto University) to introduce additional financial oversights, financial planning and greater accountability of Cumulus finances to the membership.

Like many new board members, when elected I was somewhat unaware of the many challenges facing Cumulus in terms of its capacity to respond to member's needs, maintaining sustainable growth, and developing its governance structures. Our [Strategic plan](#) has begun to address many of these challenges but remains unfinished as we (Cumulus), like all of our member institutions, had to respond to acutely different challenges and ways of working during the past 2 years of the global pandemic.

The past three years of service have proven to be a terrific learning experience for me personally, While I have been a designer, academic, researcher & manager for over 30 years, Cumulus has given me the opportunity to learn in detail about the complexities, challenges, and opportunities that a global representative association deals with. It has been wonderful to work with members, board colleagues and our secretariat staff who have such rich experience and diverse perspectives and to try to help the association membership to remain connected throughout the pandemic.

I have been involved with the development of initiatives such as:

- [Cumulus Connects](#) which was one of a number of efforts developed in response to the pandemic to allow members to share art & design educational and research experiences through a digital platform.
- As Treasurer I was part of the subcommittee of the board which has been developing a proposal for an new [Solidarity Initiative](#) to enable a wider and more diverse membership from the global south and from underrepresented minorities in our Art & Design Education and Research Community.
- I was also part of the Website subcommittee which co-designed and launched the new [Cumulus Website](#). We are particularly proud of the fact that this website has the capacity to scale further to become a portal for collaboration and information sharing between all our members and for the wider community of Art & Design Education and Research.

Throughout our term the board and secretariat has identified that Cumulus was growing substantially and that a new model of participation and governance was needed to enable it to truly serve a global membership. As we began discussions with the host (Aalto University) it became apparent that the [independent registration](#) of

Cumulus was a necessary next step which Cumulus needed to take in order to grow. From its founding 30+years ago Cumulus has grown from a small number of European members to now embrace 350 member institutions in 62 countries across the globe.

As one member of the Board subcommittee who are leading this development, I am proud of the work that has been done to engage and consult members and to navigate the legal complexities that Independent Registration entails. Once registration is completed it will be the job of the next Board to lead the work, in collaboration with our members, to define a shared vision for how Cumulus could be facilitated by a new host and an expanded secretariat arrangement (for the period after 2025 when the service agreement with Aalto ends).

In Summary my motivation for running for a second term on the Cumulus Executive Board is as follows:

- To **facilitate** Cumulus to grow sustainably into an even more **inclusive, diverse, representative and pluralist** global association which serves the Art and Design Education and Research interests of its members and of wider society and the planet.
- To provide **continuity** to the next board in the many initiatives we have developed over the past three years and to consolidate and finish the initiatives which we were unable to complete due to the Pandemic.
- To continue my **service to the members of Cumulus**, as I have tried to do to date, with **openness, inclusivity, and commitment** as my core guiding principles.
- If the membership chooses to re-elect us all; to **continue to work with the current CEB colleagues** (Philipp Heidkamp, Anne Pikkov, Teemu Leinonen & Michael Krohn) along with our new board colleagues under the wise leadership of Mariana Amatullo as President.
- In collaborate with the CEB , SG and Secretariate to further develop the **financial planning and prudent use of Cumulus reserves** in order to serve the membership better.
- And to **meet, connect and collaborate** with more of you as educators, managers and researchers in your institutions.

I am honoured to have been recommended by three member institutions from across the globe: The [National Institute of Design](#), India, [Diseño UC](#), Chile, and my *Alma Mater* the [National College of Art & Design](#), Ireland. I am also honoured and very grateful for the endorsement and support of my own Institution the [Technological University of The Shannon](#), Ireland. My CV is also included for your reference.

I look forward to the opportunity to present my motivations virtually to you all at the General Assembly on June 16<sup>th</sup> and I would be honoured if my candidacy received the support and a vote from your institution.

Yours sincerely,



**Adam de Eyto**, PhD, BDes (Hons), SDip, FIDI.