

May 13th, 2022

Dear Cumulus Community,

I submit this letter as part of my application for candidacy to be part of the Board at CEB VIII.

I am a member of the Faculty and Dean of the School of Architecture, Art and Design of Tecnológico de Monterrey in Mexico, a private non-for-profit university with a vision on *Leadership, Innovation and Entrepreneurship for Human Flourishing*. Part of this vision includes two central strategies that are: to guarantee the academic quality and to ensure global collaboration. Having these two important assignments at the center of the different roles that I have had during the last 19 years of service in this Institution, has given me the expertise and relationships that I could use for the role that the Board demands. My current appointment is a position that includes the disciplines of both Design and Arts (in addition to Architecture and Urbanism) so my role is leading strategies in the field of these disciplines to create knowledge, train future professionals and have a positive impact for the benefit of communities; a relevant focus to accomplish this, is to lead initiatives for our disciplines to become a relevant actor to achieve planetary sustainability and the well-being of people. In this sense, I find a very clear parallelism with the mission of Cumulus, as an organization dedicated to create and nurture an academic community whose objective is "to lead by design and promote the role of designers and artists in creating sustainable and humane futures for all".

I have been representative of my university at Cumulus since 2018 and I must say that it is an association that I not only admire but to which I am devoted, so it would be a profound honor for me to be able to collaborate at the Board to increasingly strengthen the ties that bind us, and the great mission that Cumulus occupies.

I would like to share three ideas that are part of my motivation, and I would like to share it also as part of the initiatives that I feel very positive regards the contribution that I could make, I will try to describe them below:

International Networks

I am part of and collaborate in several international networks, particularly in my cultural and regional condition very connected to Latin America, both professional and research associations, for instance the *Latin Design Network of Design as a Process* or the *Ibero-American Design Biennial*. It is my interest to support and consolidate the participation of others, whether it is new members or existing members of the Latin American universities in Cumulus. Promoting a closer bond with universities in my region is an activity that I enjoy and that I propose as part of my motivation.

Academic Collaboration

From the international networks mentioned and understanding Cumulus as an association that seeks to strengthen academic collaboration between the different universities around the globe, I can help the collaboration agenda of both the Conferences and the activities of the sustainability and/or disciplinary agenda. Given my role as Dean that brings together several disciplines, my experience and

working networks are not only those of my disciplinary studies background (design), but also those of the different disciplines that Cumulus brings together, such as art, digital arts and media. My goal is to connect and activate the three roles of the university (education, research and positive impact), to create opportunities in which we promote academic exercises on an international scale.

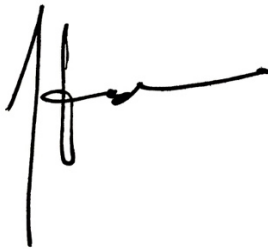
Design Culture

We live in times of exponential change, on the one hand very guided by the agenda of the technological revolution and the economic agenda, but on the other hand conducted by the great challenges that we as a generation face, some of them such as sustainability and social justice, include great gaps and polarization between political groups, north and south and between marginalized communities. In this context: What is the role of art and design? How should art and design education address the challenges that we are facing? What are the big (and small) contributions that the art and design community should make? There are many questions still to be resolved, various forums and collaboration groups are working on it, Cumulus is not the exception. More and more it is necessary to generate relevant discussions, debates and promotion of design from our role as universities. You can count on all my enthusiasm and commitment to push the role of art and design in the sustainability and social justice agenda within Cumulus, in collaboration with all of you.

Finally, I would like to emphasize that another motivation that I find to apply for this appointment is to promote spaces for dialogue and consensus. Cumulus is a beautiful association based on people. Promoting a culture of openness and inclusion based on empathy and common interests is also part of my motivation to become the best organization that we can be.

I would love to receive the opportunity of having a seat at the Board, I am already looking forward to serving and contributing to this meaningful organization.

Sincerely,

A handwritten signature in black ink, consisting of a stylized 'R' followed by a horizontal line and a small flourish.

Roberto Iniguez Flores

Dean

School of Architecture, Art and Design

Tecnologico de Monterrey