



Call for Presidency and Membership in the Cumulus Executive Board 2025-2028 **Now open!**

A Unique Opportunity to Serve on a Global Stage.
The Scope of our Activities, Visibility and Impact is more than Global.

As the only global association for art, design and media education and research, Cumulus relies on a dedicated group of people who volunteer their talent and expertise to act to serve the Cumulus family.

Submission deadline is Wednesday 26 February 2025.

The elections will take place in June 2025 in connection with the Cumulus Nantes 2025 conference.

Call for Presidency and Membership in the Cumulus Executive Board 2025-2028

Background

Cumulus is the only global higher education association to advance art, design, and media, initiated in 1990 as a university network, transformed into association in 2001, became global in 2006 and registered as the association in Finland in July 2022. We are a unique and the only forum for partnership, sharing knowledge and practices, inspiring a more sustainable, planet-centered, and creative future.

Cumulus has currently prominent 395 institutional members from 71 countries and representing more than 1.500.000 students and 100.000 staff members in 2024. Cumulus has also diverse prosperous partnerships around the world to strengthen the sharing of knowledge and impact of our disciplines around the globe. We offer a friendly, welcoming, wide, dynamic, and flexible international context for dialogue and innovation research of art, design, and media.

Cumulus aims:

- to strive for excellence and innovation in art and design,
- to promote and safeguard the fundamental values and autonomy of universities, colleges, academies, and schools of art and design,
- to promote diversity of approaches to education and research,
- to create an Academic Forum for the advancement of higher education and research in art and design,
- to represent higher education in art and design and influence policymaking at the regional, national, and international levels,
- to work for the quality standards and full recognition of art, design, and media professions,
- supporting institutions and individuals into internationalization,
- promoting and empowering the talent of the next generation of creative and responsible professionals,
- helping education and research and facilitating the exchange of research in the fields in art, design, and media.
- to promote cooperation to the mutual benefit of different stakeholders

- encouraging collaboration with industry, professional bodies, civil society, and government to address the contemporary and future challenges.

The scope of Cumulus activities, visibility and impact is more than global.

Cumulus has along its institutional members many diverse prosperous bilateral partnerships around the world to strengthen the sharing of knowledge and impact of our disciplines around the globe.

Partnerships

The partnership portfolio is created to enable fruitful encounters with our members. To mention some partners: ADADA Asian Digital Art and Design Association, ADI Association of Designers of India, AIGA American designers association, Alvar Aalto Foundation Finland, BEDA Bureau of European Design Associations, BID Biennale Iberoamerican Design, British Council, CIDA China Industrial Design Association, CILECT International Association of Film and Television Schools, CEAIE China Fashion Design Association, China Fashion and Color Association, Comité Colbert, Design Principles and Practices Network, DEFSA Design Education Forum of Southern Africa, DESIS Design for Social Innovation and Sustainability, DINZ The Designers Institute of New Zealand, DRS Design Research Society, DOGA Design and Architecture Norway, EIDD Design for All Europe, ELIA European League of the Institutes of the Arts, EUIPO the European Union Intellectual Property Office, EQ-Arts, Ibero-American Forum on Design, ico-D the international association for the graphic and designers in visual communication Canada, iF-International Forum Design and iF-Design Talent Germany, IASDR International Association of Design Research Societies, I-See Foundation, IxDA Interaction Designers Association, INDEX, JDP Japan Design Promotion, MEDEA Middle East Design Educators Association, National Innovation Foundation of India, Premio Nacional de Diseño: Diseña México, Pro Arte Foundation, RSA Royal Society of Arts UK, Seoul Design Foundation, SDN Service Design Network, Systemic Design Association, The New European Bauhaus, TISDC, The One Club for Creativity and WDO World Design Organization.

Cumulus is recognized by UNESCO, WIPO World Intellectual Property Organization, EUIPO European Union IP Office and NASAD the National Accreditation of School of Art and Design in USA. Cumulus is also known by various governments and institutions e.g. EU Directorate General Enterprise and Industry, EESC European Economic and Social Committee that are part of the design innovation development of the European Union.

About Cumulus Activity

Annually a variety of international activities and projects are taking place by Cumulus and with other stakeholders.

How, What

Cumulus Family meets at the minimum at **two annual Cumulus conferences** that are cost-effective venues to get together with old and new colleagues, learn new things and experience new regions. Online events and sessions also enable the getting together and strengthening partnership, actions, and knowledge transfer with CEB members, president, and the secretariat.

Cumulus Working Groups, Regional Meetings, Student Talent Camps, Think Tanks and more

As creative linking tools are functioning Cumulus website and social media, publications e.g. Cumulus Think Tanks, Cumulus Working Groups, Cumulus Regional Meetings, Cumulus Student Talent Camps, exhibitions, participation in projects, biannual Cumulus GREEN Competition <https://cumulusgreen.org/> and more.

Cumulus has over 20 active multidisciplinary **Cumulus Working Groups** led voluntarily by individuals of Cumulus member institutions that may be also the board providing a focused opportunity for sharing knowledge during the working group meetings organized mainly during the two annual Cumulus conferences around specific topic of interest like Sustainability, Leadership and Strategy, ReVeDa /Research, X-Files for internationalization, Digital Culture, Women in Design, BII Business, Innovation and Industry, AADTE Art and Design Education and Pedagogy, Food Think Tank, XtraTerrestrial Design, Contemporary Art, Fashion and Textiles, DEHA Design for Health, wellbeing and Aging, Design Education for Social Change, Designing Responsible Futures, FINDER Future of Industrial Design Education and Research, Design for Place-Making, New Spaces/New Interiors and Creative Competences. These groups focus on topics of interest of the members to share knowledge, best practices, and development. The Working Group activity is growing. Cumulus runs also the **PhD-Network** and a platform called **P-R-E by IXDA and Cumulus** for Practice-Education-Research.

Activities with partners

Cumulus supports various actions by the members, partners, and others, giving endorsements or equivalent.

Examples of collaboration in the past are conferences and congresses in Chicago USA with Design-ED and DRS, in Gwangju Korea with the former IDA alliance, partners and the Korean Cumulus members in 2015, the Governmental Festival of Innovation in India with National Innovation Foundation of India in 2016 and 2017, Government of Cuba, Ministry of Innovation and Science congresses on innovation in 2016 and 2018, World Design Summit Montreal Canada in 2017 etc. Cumulus also has organized exhibitions like European Ways of Life in 2002 in Louvre Museum in Paris France in two weeks with 23.000 visitors and its 2nd edition in Nantes France in 2006. In 2010, an exhibition of over 400 student works from the Cumulus member schools took place in association with the World Expo in Shanghai and another one was part of World Expo Milan 2015, both within the

program of Cumulus conferences. Cumulus initiated an impactful Kyoto Design Declaration in March 2008 in the same venue where the Kyoto Protocol was carried out in 2000.

General about Cumulus Executive Board (CEB) and Presidency

The Cumulus Executive Board has today 10 members, each member from a different country. The General Assembly defines the number of members in the board. The language of the association is English.

A CEB member is truly committed to the success of Cumulus. Cumulus Executive Board membership is a massive value for the home institution of the applicant. This membership ideally is part of the institutional strategy of the home institution. The position may also flagship the visibility and actions, willingness for sharing by the home institution.

CEB is responsible for the implementation of the decisions of the General Assembly and the policy of the Association, for the planning of its activities, and the high-level management of the affairs of the Association. As reflected by the Statutes, the Board's core functions include decision-making, monitoring, and leadership.

We seek Passionate People

We seek to have in our board a group of individuals that are representative and embody the expanding diversity of Cumulus global community of all kinds (gender, race, religion, ethnicity, cultural background, and experience) is highly desirable.

Individually, each Board member brings their unique strengths, skill sets, and networks to their service. Board members are elected in the General Assembly based on qualifications and personal and professional trajectories that Cumulus members choose to champion. The Board's fundamental responsibility is to ensure that Cumulus remains true to its mission, safeguards its assets, and operates in the public interest of the Cumulus community.

Ten (10) Cumulus Executive Board members and President are sought from among our Full member institutions for the next three (3) year term 2025-2028. The board members shall be present or former Rectors, Heads, Directors, Deans, Professors, or other individuals in leading academic positions of a Full Member. There shall be no more than one member from any country, excluding the President.

CEB members act intensively towards Cumulus member institutions and partners, as well as play in many ways a growing important role towards the society, industry, and business life on behalf of the association.

Board members represent and advocate Cumulus and provide advice and any support for the activities and the projects managed and implemented by the Secretariat under the name of Cumulus. CEB members also may contribute to the projects like EU funded ones, by reviewing articles, doing jury work, or chairing various activities, etc. All CEB members are invited to be ready to travel.

The candidate cannot apply for the position in the board, if the person is knowing the retirement takes place or the relationship with the home university ends during this CEB period. For any such changes during the term, one needs to contact the Secretariat for further guidelines. The CEB membership starts from the General Assembly where the person became elected and ends in the General Assembly the position is over.

The Contribution

Cumulus Executive Board meets a minimum of three (3) times per year, at least twice onsite connected with two the annual Cumulus conferences, any other meetings take place mainly online and even with a short notice.

Board meetings can last two (2) days. Because two of three meetings coincide with the dates of Cumulus conferences and these fluctuate, the scheduling of Board meetings may vary slightly from year to year. A typical annual calendar includes meetings in February/March and in May/June, and October/November (in conjunction with Cumulus two annual conferences).

Concerning the board meeting a maximum of two (2) absences are acceptable during the board term of three (3) years. Force majeure e.g., sudden illness is an acceptable cause. After the 3rd absence, the next candidate having received votes in the election after the person having won a seat in the board, is invited to this CEB and endorsed by the next General Assembly.

If the Board member will withdraw from the Board, the home institution must inform in writing the Cumulus Secretariat and the President of the withdrawal two (2) months minimum prior to the withdrawal. The Board will be augmented by the next candidate according to the election results of the 2025 General Assembly, whose endorsement from the home institution is binding for this candidacy as a reserve. This kind of change in the CEB 25-28 is subject to approval the next General Assembly.

A CEB member can also have an active role in organizing conferences, Cumulus Regional Meetings, Cumulus Student Talent Camps, a role in Cumulus Working Groups, PhD Network, workshops, competitions, jury work, reviewing, exhibitions, projects, be a writer, panelist, becoming invited to represent and present in any other activities where Cumulus plays a role.

Each CEB member will bring in one's specific role and profile for the benefit for Cumulus that may also include the strengthening the partnership of Cumulus with its

international partners. This role can ensure the qualitative development of activities of Cumulus with any its international partner or institution, corporate, public, etc. By doing so, each CEB member also directly supports the work of the Cumulus secretariat and the home institution of the board member.

Each applicant defines in her/his application the idea of one's own profile for the benefit of Cumulus including showing the linkage of the applicant between the home institution and Cumulus. This will impact what kind of role the new CEB aims to define for each board member.

The membership in the Cumulus Executive Board is closely connected the home institution's membership in Cumulus for the term of the CEB membership. The home institution of the board member that is a full member institution in Cumulus is ready to contribute to the cost of the travelling of the board member and time allocated to Cumulus during the board term. Cumulus aims to contribute annually to the traveling costs with a grant.

The candidate must also be personally present in the 2025 General Assembly during the conference taking place in Nantes France on 3-7 June 2025.

About Responsibilities

General

The board's fundamental responsibility is to ensure that Cumulus remains true to its mission, safeguards its assets, and operates in the public interest of the Cumulus community. A CEB member is truly committed and is aware of the board meeting scheduling.

1. In its decision-making capacity, the Board

- defines, reviews and revises the Cumulus vision, mission and values,
- determines Cumulus' long-term strategy and goals,
- sets performance metrics for goals and major projects,
- formulates, reviews, recommends, and approves high-level policies for decisions by the General Assembly,
- reviews new member applications and evaluates implications of membership growth,
- appoints and evaluates the staff members of the Secretariat.

2. In its monitoring capacity, the Board

- evaluates how well Cumulus is fulfilling its vision, mission and values,
- evaluates risks to Cumulus and its vision, mission and values,
- reviews performance metrics for goals and major projects,
- monitors Cumulus financial performance,

- advises the Secretariat drawing on relevant Board member expertise.

3. In its leadership capacity, the Board

- communicates Cumulus' vision, mission and values to the public,
- represents Cumulus in key venues as speakers, jury members, and in other roles as appropriate,
- develops and updates the strategic plan of Cumulus for General Assembly ratification,
- supports and advises the Secretariat,
- maintains the ethical integrity of Cumulus.

4. In its Legal Responsibilities, the Board

- has liability for decisions made by the board under the Association Law and to follow other laws of Finland affecting the association,
- will have indemnity insurance to protect board members in the event of a claim against the Cumulus Association.
- It is the duty of the Board to handle matters in compliance with the law and the rules and decisions of the association.

About Presidency

Some requirements for the Presidency

Cumulus must be part of strategy of the home institution of the President. The presidency is a great value for the visibility for the home institution of the President.

Qualification

The President shall be a present or former Rector, Dean, Head or Director, or a Full Professor of a Full Member Institution. There are no restrictions to the nationality of the President. The president can be from the same country as one board member.

Leadership, having Capacity

- to manage multiculturalism and diversity,
- to manage a big group of diverse global institutional members of Cumulus which all have their own definitions of art, design and media education, research and partnership,
- to inspire and gather people together for impact,
- to have a general overview about education and research in art, design and media to avoid any conflict with the members,
- to recognize and delegate the work of the secretary general and the secretariat,
- to communicate and represent,
- to have a sense of diplomacy,

- to chair Cumulus Executive Board and the General Assembly.

Charisma and more

The President has the strong role of promoting the association in all its disciplines. The president must have the capacity of innovation for a few operations of the association, be collaborative and show enthusiasm in the international leadership towards Cumulus members, society and business and enterprises. The person as president also must have the ability to act as opinion leader when representing the association, be able to value the diversity and understand the concept of the economic and social contribution of the areas of Cumulus. A capacity of strong communication on the stage is an asset.

Autonomy

The president has the capacity to take instant decisions about her/his home institutional budget to cover any expenses dedicated to the mission.

Availability

- be able to do an estimate of 6 -8 trips abroad per year to represent Cumulus world around, including the two (2) board meetings linked with the annual conferences and be ready to chair any other meetings online,
- travelling may come at a short notice,
- be able to carry 6 - 10 lectures world around per year with focus on the disciplines Cumulus represents in terms of their relationship with society, industry, and business, participate in jury work, write articles, and publish texts in number of publications. This includes Cumulus publications and conference speeches.
- Roughly two (2) days a month to support the work done by the Secretary General and the secretariat.

Vice-Presidency

The vice-presidents of the association are nominated among the members of the board. They may also substitute the president with missions of the president.

Per Cumulus Statutes, two members of the Board are nominated by the President and endorsed by the entire Board to serve Cumulus as Vice Presidents at the start of their service.

In this role, they are expected to fulfil two key functions:

- 1) serve as deputies to the President and
- 2) collaborate with the President as thought partners in her/his stewardship of the Association.

Vice Presidents' service can be quantified as a commitment that is approximately 30 percent greater than that of the remainder of the Board.

Treasurer

One member of the Board is nominated by the President and endorsed by the entire Board to serve as Board Treasurer at the start of their service. The Role of the Treasurer is to support with the Secretary General the President and Executive Board in financial monitoring and strategic financial planning for the association in line with international best practice and legal requirements, and in compliance with the Cumulus statutes.

About the Election Procedure

If more Applicants from One Country

In case there are more than one candidate applying from the country of the applicants, the General Assembly where the elections take place, will first elect among this one country candidates one candidate to go to the final round of the election in this GA. The president can be from the same country as one board member.

Who can be proposed by whom?

There shall be no more than one member from any country, excluding the nationality of the President. Any Full member institution in Cumulus is asked to propose a Board Member or the President.

Executive Board

The Board member shall be present or former Rectors, Heads, Directors, Professors or Deans.

Presidency

The President shall be present or former Rector, Head, Director, Dean, Professor or having another leading academic position and be of a Full Member institution, shall hold office for a term of three (3) years and shall be eligible for consecutive re-election as the President for one further term.

The President can be elected to be a member of the Executive Board after the Presidency. Any Executive Board member, who has held a position in the Board for two full terms, can be proposed as a candidate for Presidency.

Number of the Cumulus Executive Board members

Approximately one third (1/3) of the members of the Executive Board are to be changed every third year in the election of the next Executive Board. According to

the Cumulus Statutes, the members can serve in the board for maximum of two (2) three (3) year consecutive periods.

The total number of persons in a CEB is eight to ten (8-10) persons, proposed number of board members in this election for 2025-2028 is ten (10) persons, the General Assembly in Budapest Hungary in May 2024 confirmed the number of these seats when approving the call.

From the present CEB8 2022-25 board members, nine (9) persons (marked below with *) are eligible as candidates to reapply to the new CEB9 2025-2028. Please note, their home member institution though must make a written endorsement for their new candidacy in CEB9.

Two (2) CEB members marked with (x) have served Cumulus for two full terms, including the current President Lorenzo Imbesi, who can stand in the election for the re-election for 2025-2028. (Please see below.) Those marked with (*) can reapply to CEB9.

CEB8 2022-2025 members

President: **Lorenzo Imbesi**, PhD, Full Professor and Sapienza Design Research Director, Sapienza University of Rome, Italy *(x)

1. **Monica Di Ruvo**, PhD, Senior Lecturer, Head of Department of Applied Design, Cape Peninsula University of Technology, South Africa*
2. **Teresa Franqueira**, PhD, Associate Professor, University of Aveiro, Portugal*
3. **Miaosen Gong**, PhD, Associate Professor Jiagnan University, Wuxi, P.R. China*
4. **Roberto Iniguez Flores**, PhD, Dean, National School of Architecture, Art and Design, Tecnológico de Monterrey, Mexico* (VP)
5. **Natacha Lallemand**, PhD, Head of International Affairs, Professor, École Duperré, Paris Institute of Art and Design, France*
6. **Satu Miettinen**, PhD, Professor, Dean, University of Lapland, Rovaniemi, Finland*
7. **Nicola Morelli**, PhD, Professor, Aalborg University, Denmark*
8. **Anne Pikkov**, Vice-Rector of Academic Affairs, Estonian Academy of Arts, Estonia (x)
9. **Archana Surana**, Founder-Director, ARCH College of Design and Business, Jaipur, India* (VP)
10. **Makoto Watanabe**, PhD, Professor, Vice-President Chiba University, Tokyo, Japan*

(VP)=Vice-President.

As of the General Assembly on 16 May 2024 at MOME Budapest Hungary.

About Past Cumulus Executive Board members

- 1) **Fellows:** All past CEB members have a lifetime Cumulus Fellow status. Pls. see following item 4.
- 2) **Advisors:** Two (2) past board members can serve for max two 3-year terms as advisors subject to the decision of the following board.
- 3) All past Cumulus presidents Christian Guellerin, Luisa Collina and Mariana Amatullo are **Honorary Presidents** except the Founder of the Association **Cumulus President Emeritus** Mr Yrjö Sotamaa.
- 4) **Further criteria:** CEB running may define further details concerning Cumulus Fellows and Advisors.

Some History of Cumulus

Please learn more about Cumulus in the [History](#) and [People](#) sections of Cumulus website.

Statutes

Please read carefully the [Statutes](#) of Cumulus Association (July 2022), <https://cumulusassociation.org/resources/reports/cumulus-statutes/>. A PDF copy can be requested from the secretariat as well.

Cumulus Executive Board 2025-2028

CEB9 Candidacy Proposal in detail (1.-5.)

English is the language of the application.

What you need – five (5) items

1. ENDORSEMENT

The candidate for CEB membership and/or Presidency by a Full member institution has to include an official endorsement from the home institution for the membership in Cumulus Executive Board or Cumulus Presidency in formal writing signed by an authorized person (rector, Vice-Rector, head of administration, chair of the board of the university or equivalent) on the logo paper of the home institution of the candidate.

The endorsement for the candidacy in the CEB9 elections is at the same time the agreement between the proposing institution and the candidate and Cumulus Association the person is available for the Board membership, if elected. By making the endorsement of the candidacy of the person, the home institution simultaneously agrees to cover fully the costs related to the participation of the elected person to the work of the board and presidency. Cumulus may contribute annually financially to the traveling costs with a certain grant covering traveling. The home institution is aware, it cannot let its employee apply for the position, if the person must leave the home Cumulus full member institution before the board membership CEB9 2025-2028 ends.

2. RECOMMENDATIONS

The candidate has to include in the application a recommendation from a minimum of two (2) Cumulus Full member institutions for her/his membership in Cumulus Executive Board or as the President.

3. CURRICULUM VITAE – a compact CV (max. 4 pages)

4. LETTER OF MOTIVATION a maximum of one (1) A4 page

It is a statement in English, why and how the candidate will serve the association as board member or president by showing his/her own profile in the mandate of the applicant for Cumulus. The candidate is also kindly requested to show her/his vision for Cumulus.

5. A PHOTO of the candidate in JPG. for the Cumulus website (face photo, good resolution, square format)

Each Candidate will have its profile open on Cumulus website at <https://cumulusassociation.org/>.

All candidates fulfilling the application requirements will be asked later to provide a short promotional video (max. 2 min) prior the elections to be shared online as well.

How to leave in?

The application is to be sent by e-mail to applications@cumulusassociation.org.

If any requests, please email to SG Eija Salmi at eija.salmi@aalto.fi and/or Justyna Molik at justyna.molik@aalto.fi. Please note from 1 January 2025 the secretariat might have different email address, all informed at <https://cumulusassociation.org/>.

DEADLINE FOR THE PROPOSALS

26 February 2025

On the way to the Elections at the General Assembly in 2025 in

Nantes France during 3-7 June 2025

Process

Cumulus Executive Board CEB8 with the Secretariat will check in its early 2025 meeting and after it is confirming the eligibility of each candidate to go the elections to be held in the 2025 General Assembly. CEB8 is entitled to ask for any further information from the applicant, if necessary.

The list of the proposed candidates for CEB9 and the Presidency for 2025-2028 will be distributed to Cumulus member institutions after the Cumulus Executive Board check-up. The candidates are available with a pic and short CV etc. on the website of Cumulus and members are welcomed to contact them. All candidates must attend onsite the conference and the General Assembly taking place in it in 2025.

About the Elections

The elections will be carried out by the authorized representatives of the Full Members in the General Assembly 2025 as following:

A 2-minute word as a minimum is given to each candidate.

The number of the CEB9 comprises of the President and ten (10) members.

In case there are more than one candidate applying from the country of the applicants, the General Assembly will first elect one candidate from the country in the first round for the final decisive round of the election. The president can be from the same country as one board member.

On Decisions

The decision of the members of the new Cumulus Executive Board 2025-2028 and Cumulus President will be done in in the elections taking place online during the General Assembly in 2025 at the conference scheduled to take place on 3-7 June 2025 at the time of the first Cumulus conference hosted by the L'École de Design Nantes Atlantique in France.

If there are two or more candidates from the same country, the General Assembly elects with the first round for presidency/CEB9 one candidate from that country for the final round that is decisive.

The persons having received highest number of votes will form the new Cumulus Executive Board and the Presidency.

Calculation of Votes

One authorized person from a member institution acts as its voter (onsite or online) in the General Assembly. CEB8 2022-2025 members cannot nor the President vote. The Secretary General cannot vote either.

All members of CEB8 and their home institutions are asked to authorize another person from their home university for this role, or from another Cumulus full member institution, with a proxy to be given to that person to vote on behalf of CEB8 home institution.

Please note, one Cumulus full member institution can hold maximum of two (2) proxies.

Each authorized voter is invited to give the votes by marking the decision on the ballot. The ballots are collected by the secretariat online/onsite. The votes may be calculated by counters of the votes endorsed in the beginning of the 2025 General Assembly, if not online and assisted by the Cumulus secretariat staff. The calculation of the votes will be supervised by a professor/administrator of the host of the conference and this 2025 General Assembly, this supervisor is announced during this General Assembly.

Cumulus Executive Board takes the right to develop with the Cumulus secretariat a fully digital election system that follows the decisions as in this call.

The new CEB9 2025-2028 may be invited to a separate knowledge transfer meeting between the old and new board members online or onsite after the elections in June 2025.