



Pontifícia
Universidade
Católica do
Rio de Janeiro

Artes e
Design
PUC-Rio

Rio de Janeiro, February 10th, 2025

TO WHOM IT MAY CONCERN

On behalf of the Department of Arts & Design of PUC-Rio - Pontifical Catholic University of Rio de Janeiro, in Brazil, I am pleased to declare our endorsement to Prof. João de Sá Bonelli candidacy to the position of Member of the Cumulus Association Board for the next period 2025-2028.

I've known Prof. João Bonelli for many years, as a student, a colleague, a researcher and I am confident in his intellectual, creative and gestor capacity to doing things and reflexive thoughts on a variety of situations. He is very communicative and always ready to discuss design issues concerning teaching and effective solutions to complex matters. He is a collaborative person and I believe that his involvement as a member of the Cumulus Association Board may bring considerable benefits.

Prof. João Bonelli's attention and interest to cultural aspects should be pointed out, always reflecting about how to value and at the same time integrate differences and particularities among groups. I am positive that as a professor acting in the Brazilian design scenario and having a net with other Latin American universities makes his contribution to enhance participation of these particular approaches in Cumulus Association a welcomed reality. His determination to considering all international opportunities to exchange experiences involving students and professors is certainly appreciated. I may attest his tireless dedication to sharing ideas about design education, its practices and research proposals. Prof. Bonelli's passion and competence for reflection, sharing knowledge and doing design projects integrating technology, design and art are unquestionable, and the possible contributions for the Cumulus Association, if he becomes a board member, will be effective.

I am confident that Prof. João de Sá Bonelli as member of the Cumulus Association Board in the period 2022-2025 may bring valuable benefits for the association, considering his personal commitments and motivations and his high professional standards in whatever he does. He can count on PUC-Rio support and for us is an opportunity to get more involved with Cumulus Association.

Please, if you would like any additional information, feel free to contact me.

Yours Sincerely,

Prof. Dr. Luiza Novaes
Associate Professor
Coordinator of the Graduate Program in Design
Department of Arts & Design - PUC-Rio