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February 27, 2025

Eija Salmi
General Secretary
Cumulus International Association
PO Box 3100, 00076
Aalto Finland

Dear General Secretary Eija Salmi, dear Cumulus members,

I am writing this letter of endorsement in my capacity as President of Ontario College of Art and Design University (OCADU) in Toronto and I am delighted to write this letter of support for Luigi Ferrara's candidacy for re-election as a Board member of Cumulus Association for the years 2025-2028.

Luigi Ferrara is an Adjunct Professor at OCADU and is working with OCADU to bring collaborative design charrettes into the OCADU academic ecosystem working with our design students and faculty to create interdisciplinary experiential learning opportunities with civil society and industry. He currently serves as a Senator of the World Design Organization and is a well-known scholar and figure within the international design world where he has long and established networks in the fields of art and design.

I strongly believe that Luigi Ferrara has demonstrated the leadership and human qualities necessary for strategically contributing to Cumulus and representing OCADU and Canada in this important international organization. His candidacy would strengthen OCADU's participation and engender greater involvement from other Canadian institutions with Cumulus.

Luigi's strong academic track record as Dean at George Brown College and now at OCADU has shown him to be dedicated to students, faculty and colleagues from around the world. Over the years, he has tirelessly worked to develop international connections to bolster the Design community through initiatives, international conferences and research networks. He has participated in Cumulus both as a keynote speaker and as an attendee and member representative for many years.

I strongly believe that his presence on the Board will serve the Cumulus community and our academic community connecting us to other Cumulus members, fostering research partnerships, helping us to consider hosting a Cumulus event in Toronto one day and to supporting us to partner with other Cumulus members on research initiatives and have our OCADU students participate in Cumulus events and competitions.

This letter confirms that Luigi Ferrara will be able to assume his duties and commitments as a Board Member of the Cumulus Association, while taking part in the Board Meetings and General Assembly activities, and that travel expenses will be covered by our institution for the term of 2025-2028.

I am confident that his leadership expertise and international networking will continue to prove to be a valuable asset for the overall Cumulus global design community.

Sincerely,

Ana Serrano
President and Vice-Chancellor