

Cagnes sur Mer, February 24, 2025

Cumulus Association
Aalto University
School of Arts, Design and Architecture
PO Box 31000, FI-00076 Aalto
Finland

Object : Endorsement letter for Cumulus Executive Board Election 2025

To whom it may concern

I am pleased to submit this letter of recommendation in support of the candidacy of Sandrine Lebas, Academic Director at BESIGN The Sustainable Design School, Nice/France.

Sandrine Lebas is a remarkable professional who not only represents our institution but also embodies the vast and dynamic world of design. Her diverse career path spans both design agency experience and academia. She has worked with renowned design agency Starck and Cent Degrés in Paris, LUNAR Design in San Francisco, and has also contributed to the academic landscape as the Chair of the undergraduate Industrial Program at California College of the Arts (San Francisco), as well as in her current academic director role at BESIGN School. This unique combination of real-world experience and academic insight allows her to approach design from a well-rounded perspective, continually strengthening her expertise and understanding.

Since its inception, BESIGN The Sustainable Design School has committed to placing the 17 Sustainable Development Goals at the core of its educational philosophy. We often receive inquiries about our methodology, and I believe that Sandrine's membership on the Cumulus Executive Board would be an invaluable opportunity. She could help the network gain deeper insights into the potential and challenges of sustainable and socially responsible design.

The pedagogy of a design school is inherently complex, especially in a field as dynamic and ever-evolving as design. Sandrine brings a wealth of experience in navigating this complexity. She approaches challenges with both humility and an infectious enthusiasm, always finding solutions that align with our school's values and objectives.

On behalf of myself, as co-founder and director of BESIGN School, and the entire BESIGN community—students, faculty, lecturers, and staff—I fully support Sandrine Lebas in her pursuit of a role on the Cumulus Executive Board. We are confident that she will make a meaningful contribution and continue to be a passionate advocate for sustainable design.

Sincerely,



Maurille LARIVIERE

Co-founder & Président - BESIGN The Sustainable Design School

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