



Monterrey, México  
February 12th, 2025

**Dear Cumulus Secretariat,**

I am honored to apply for the position of Cumulus Executive Board Member for the term 2025–2028. My journey in design began with over a decade of experience as a fashion designer, primarily in Brazil, where I cultivated my understanding of creativity, craftsmanship, and innovation in the industry. This foundation naturally led me to the field of design education, where I have dedicated the past 19 years—seven in Brazil and the last 12 in Mexico—guiding future generations of artists and designers in their creative and professional development.

Currently, as the director of the **Roberto Garza Sada Center at Universidad de Monterrey (UEM)**, I have the privilege of leading initiatives that cultivate artistic expression, cultural exchange, and interdisciplinary collaboration. One of my key projects has been the implementation of **UEM's Arts Center**, which not only preserves and promotes the university's art collection but also curates at least four temporary exhibitions annually. Through these exhibitions, we aim to instill an appreciation for beauty and critical thinking in all our students, reinforcing the belief that art and design are essential drivers of social transformation.

My commitment to fostering innovation, sustainability, and global collaboration in design education has been deeply aligned with **Cumulus' mission**. Since 2019, I have actively participated in Cumulus conferences and had the honor of co-chairing the **Cumulus conference in Monterrey**, strengthening my engagement with the network and reinforcing my passion for international exchange in the arts and design disciplines.

If elected, I aim to:

- **Enhance Cumulus' global impact** by strengthening cross-institutional collaborations that address contemporary challenges in art, design, and education.
- **Champion diversity and inclusion**, ensuring that voices from diverse cultural, geographical, and disciplinary backgrounds are heard and valued.
- **Advance innovative educational models** that empower the next generation of creative professionals with the skills, knowledge, and critical perspective needed to shape a sustainable future.

With Cumulus' unique position as a **leading global platform** for transformative education and research in art, design, and media, I envision expanding its reach and deepening its impact. My experience in both industry and academia has shaped my belief that meaningful, cross-cultural collaboration is the key to fostering a more innovative, inclusive, and sustainable creative landscape.

I would be honored to contribute my expertise and enthusiasm to the Cumulus Executive Board and help advance the association's mission. Thank you for your time and consideration—I look forward to the opportunity to collaborate further.

Sincerely,

**Alessandra Perlatti**

Director, Roberto Garza Sada Center for Art, Architecture and Design  
Universidad de Monterrey