

Letter of Motivation

**João de Sá Bonelli, PhD in Design**

Pontifical Catholic University of Rio de Janeiro (PUC-Rio)

Dear Cumulus Association Members,

My name is João de Sá Bonelli, I am a Brazilian Designer, researcher and professor at the Pontifical Catholic University of Rio de Janeiro (PUC-Rio) working in the fields of Interaction Design and Digital Media Design. I am currently the Adjunct Academic Coordinator of the Design Undergraduate Program at PUC-Rio's Department of Arts & Design. In this university, I have Implemented the LIFE Interaction Design Lab in 2013, the first Physical Computing lab in an undergraduate design course in Brazil. I have developed an academic career dedicated to teaching Interaction Design through practice and creativity, and teaching computer programming to designers.

Since 2016 I have maintained a collaborative history with Cumulus. I was a member of the organizing committee of the 10<sup>th</sup> Design Principles and Practices International Conference, which was held at PUC-Rio in a partnership with Cumulus in 2016. I have co-chaired the Cumulus Roma Design Cultures International Conference in 2021, for the 'Design: Sciences of the Artificial' track. And in 2024, I was a member of the jury of the Cumulus Green Student Design Competition. I have been collaborating with Cumulus for almost a decade and I would like to further engage in the association's activities.

I can contribute to the Cumulus community by bringing a Latin American cultural approach. I believe there is great potential in the exchange of ideas and experiences that can be beneficial to an innovative design culture. Along with European, American and Oriental Design cultures, I am positive that this is a great opportunity to enhance the inclusion of South American, Native American and African cultures in this forum.

Finally, the possibility of contributing to a positive change in society through design is one aspect that motivates me. Therefore, I want to be part of the Cumulus Executive Board in order to enhance diversity in a global community of design teachers and design schools. Communication, interaction, exchange of ideas, discussions, will be crucial in this work and I am committed to being accessible, communicative and available. I believe in the social role of design in contributing to a more sustainable, equal, fair and healthy world.

I am deeply thankful for your consideration, and I am looking forward to hearing from you soon.

Sincerely yours,

João de Sá Bonelli

