

Letter of Motivation

Luigi Ferrara, OAA, FRAIC, Hon. ACID O, Senator WDO

I am standing for election to the Cumulus Executive Board for the period of 2025-2028 with the hope to bring a collaborative creative perspective to the future of design education.

The current global milieu is challenged by the threats of climate change, global inequity, geopolitical tensions, unbridled technological advances and health and well being concerns. Design and design education have a key role to play in fostering a democratic, sustainable, participatory and creative future characterized by traditional and emerging wisdom practices.

If elected to the Executive Board I will commit to working diigently to increase the presence of Cumulus in schools in Canada, North America and around the world, bringing the message and potential of participation with Cumulus to places where it still has not reached. I will also engage the Ontario College of Art and Design who I am representing as a vibrant participant in Cumulus activities.

Throughout my carreer, I have especially focussed on bringing design and other interdisciplinary students from around the world together to conduct charrettes which unlock the power of co-creation for social, economic, cultural and environmental purposes.

Joining the Cumulus Board wiould enable me to share that experience with others, to work alongside them and to realize the potential of the collective intelligence of the Cumulus network to help humanity..

Should the Cumulus membership elect me to the Board, they can trust that I will bring years of experience in design education to the position. At the same time, I will bring an innovative and positive spirit of working together to confront the changes that are affecting design education by advancing policy solutions that can make a substantive difference.