

SCHOOL OF DESIGN, DEPARTMENT OF DESIGN
Via Durando 10, 20158 Milan, Italy

Anna Meroni
Full Professor Deputy Dean, School of Design

CUMULUS International Association.

Letter of motivation for the candidacy to the Cumulus Executive Board, 2025-28

I believe this holds true for many of us: Cumulus has been one of the first international platforms where we could connect, exchange, and grow within the global design academic community.

With its low entry barriers, welcoming spirit, and unassuming nature, Cumulus is a **gateway to the world**, a place to meet colleagues, reconnect with friends, and engage in meaningful conversations. It fosters an environment where we can approach others with sympathy, empathy, and a willingness to listen, beyond bias and hierarchies. This unique essence of Cumulus is something I deeply value, and I would be honored to contribute to its evolution.

Since 2022, I have been **Deputy Dean of the School of Design at Politecnico di Milano**, following six years heading the Master of Science in Product Service System Design and three years as International Coordinator of the DESIS Network Association. These roles have given me experience in coordinating communities, along with developing shared visions. Together with this, I maintain a strong interest in research focused on participation, social innovation, and place development.

I value the participatory spirit of the Association's leadership and am eager to contribute to its development while exploring new ideas that add value. As such, **I am pleased to put forward my candidacy** for the CEB 2025-28.

A key question for me is: **What can the Association offer its members?**

One clear benefit is networking with peers, which can be enhanced to foster **reciprocal discoveries, peer learning, and practical collaborations**. In this regard, I see a few areas where Cumulus could increase its potential as a **platform for collective learning**:

Exploring innovative teaching methods: Fostering creativity, connecting with real-world challenges, and addressing the growing difficulties faculty and students face in staying motivated.

Nurturing compassionate citizens: Encouraging responsibility toward others and self-compassion, promoting a culture of peace, managing conflicts, and reconnecting with nature and physical life.

Advancing sustainability practices: Making bold strides in sustainable ways of making and doing, while leading by example to make sustainable behaviors desirable and aspirational.

Rethinking knowledge sharing: Reimagining conferences, gatherings, and talks to better align with evolving social dynamics, habits, technologies, and sustainability needs.

Sincerely,

Milan, February 2025.

Anna Meroni
