

CUMULUS International Association of
Universities and Colleges of Art, Design
and Media

General Secretary Eija Salmi

PO Box 31000, 00076

Aalto Finland

20th February 2025

To the Executive Board of Cumulus,

I am honored to submit my candidacy for membership in the Cumulus Executive Board for the 2025–2028 term. With a career dedicated to advancing art, design and education, I am eager to contribute my expertise to furthering Cumulus's mission of fostering global collaboration and innovation in our disciplines.

As the CEO of Moholy-Nagy University of Art and Design (MOME), I have led initiatives that align closely with Cumulus's objectives. Under my leadership, MOME has expanded its international partnerships, enhanced research capabilities, and hosted the CUMULUS conference in 2024. These efforts reflect Cumulus's commitment to excellence and innovation in art and design education.

My active involvement in the New European Bauhaus (NEB) initiative has reinforced my dedication to promoting sustainability, inclusivity, and aesthetics in design. Collaborating with diverse stakeholders, I have worked to embed NEB principles into educational frameworks and community projects, fostering environments that inspire creativity and address societal challenges.

I am particularly drawn to Cumulus's role as a unique forum for partnership and knowledge sharing among its members. This global network offers an perfect platform to drive systemic change and elevate the impact of art and design education worldwide.


If elected to the Executive Board, I will focus on:

- **Strengthening International Collaboration:** Building bridges between partners and international programmes and initiatives of international art and design associations and relevant funding agencies to facilitate the exchange of ideas and best practices and promoting Sustainable Design Practices with special regard to the European Commission and the UN.
- **Help the attracting financing** from international funding sources to CUMULUS initiatives and programmes
- **Enhancing Member Engagement:** Developing initiatives that support active participation and professional development within the Cumulus community
- **Active participation in the CUMULUS annual conferences, CUMULUS Regional Meetings, Cumulus Working Groups, summer schools, jury work, and presenter**

I am committed to dedicating the necessary time and energy to fulfill the responsibilities of an Executive Board member. I am confident that my experience and passion align with Cumulus's vision, and I am eager to contribute to the association's continued success.

Thank you for considering my application.

Sincerely,


Reka Matheidesz