

Cumulus

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

Secretary General Eija Salmi

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Wuxi, February 10, 2025

Letter of Motivation
Cumulus Board Member candidature

Dear Cumulus Election Committee and Members,

I am Miaosen Gong from the School of Design at Jiangnan University, one of China's leading design institutions. As an Associate Professor and Director of the DESIS Lab, I bring over 20 years of experience in teaching, research, and academic administration at Jiangnan University, complemented by 5 years of study in Europe and the United States. These experiences have equipped me with strong academic expertise, intercultural sensitivity, and a global perspective.

School of Design, Jiangnan University has been an active Cumulus member since 2010 and hosted the Cumulus Autumn Conference in 2018. Both my institution and I deeply value Cumulus's mission and have greatly benefited from its global network. This inspired me to apply for the Cumulus Executive Board (CEB 2022-2025) to contribute actively to the community.

Thanks to the trust of members, I had the honor of serving as a board member during the past three years—a critical transition period as Cumulus became an independently registered association. I am proud to have collaborated with the President, fellow board members, and the Secretary General to navigate new challenges and ensure a smooth transition. Furthermore, my key contributions also include:

1. **Strengthening Regional involvement:** As the sole board member from China, I prioritized bridging Chinese design education with the international community through Cumulus, organizing events and fostering dialogue among members.



School of Design
Jiangnan University

江南大学设计学院

2. Leading Regional Initiatives: I spearheaded the Cumulus Regional Meeting/Seminar (CRS) project, coordinating events across Asia, Europe, and Africa. Notably, I mentored three CRS programs in China (NUA, Jiangnan University, XJTLU).
3. Conference Support: As a tutor for the 2023 Cumulus Autumn Conference in Beijing, I dedicated significant effort to ensure its success despite tight timelines and complex logistics.
4. Cross-Organizational Collaboration: Through my role in the DESIS International Coordination Committee, I worked closely with Teresa to deepen ties between Cumulus and DESIS, co-moderating sessions at conferences in Beijing and Budapest to facilitate exchanges.

These experiences have reinforced my confidence in contributing further as a board member. I now seek re-election for the CEB (2025-2028) to continue serving Cumulus in an era of growing geopolitical complexities.

If re-elected, my primary focus will be safeguarding Cumulus's core values. While Cumulus history aligns with globalization's peak, today's challenges—fragmentation and deglobalization—demand a resilient, independent association that unites design educators worldwide. I am committed to ensuring Cumulus remains a vital platform for fostering collaboration, innovation, and shared values across borders for sustainable society.

Thank you for considering my candidacy. I would be honored to continue contributing to Cumulus's legacy.

Sincerely yours,

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