



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

General Secretary Eija Salmi

PO Box 31000, 00076
Aalto Finland

Rome February 3, 2025

To Whom It May Concern,

I am honored to endorse Professor João Bonelli for the Cumulus Executive Board. Having collaborated with Prof. Bonelli on organizing a significant international conference at Pontifical Catholic University of Rio de Janeiro (PUC-Rio), and as the current President of Cumulus Association who has observed PUC-Rio's engagement with our network over the years, I can attest to his exceptional qualities and commitment to design education.

Through our collaboration and his involvement with Cumulus, I have witnessed Prof. Bonelli's remarkable professionalism, inclusive approach, and strong dedication to international collaboration. His ability to bridge different cultural perspectives and foster meaningful dialogue among diverse academic communities aligns perfectly with the values and objectives that have guided Cumulus during my presidency and that will continue to shape our future.

PUC-Rio has been a longstanding and active member of the Cumulus network, consistently contributing to our global dialogue on design education. Prof. Bonelli has played a key role in maintaining and strengthening these connections, demonstrating a deep understanding of both local and global design education challenges.

His candidacy for the Executive Board is particularly significant as it would enhance our representation from the Global South, bringing valuable perspectives from Latin America. This geographical and cultural diversity is essential for Cumulus to continue its development as an inclusive, global network for design education, building on the foundations we have established in recent years.

Prof. Bonelli's experience in managing international relationships, combined with his understanding of the unique challenges and opportunities in design education in emerging economies, would bring valuable insights to our Board's decision-making processes and support the continuity of our association's mission. I confidently endorse Prof. João Bonelli, knowing that his presence on the Executive Board would strengthen our community's global perspective and enhance our ability to serve design educators worldwide.

If you require any additional information, please do not hesitate to contact me.

Thank you for considering my endorsement.

Sincerely,

Lorenzo Imbesi

A handwritten signature in dark ink, appearing to read 'Lorenzo Imbesi', written over the printed name.