



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

General Secretary Eija Salmi
PO Box 31000, 00076
Aalto Finland

Rome February 24, 2025

To Whom It May Concern,

I am honored to endorse Luigi Ferrara for the Cumulus Executive Board. As the current President of Cumulus Association, I believe his extraordinary international experience and interdisciplinary approach to design education would be invaluable to our network.

Luigi brings a remarkable combination of leadership roles that span practice, education, and governance. His experience as Dean of the Centre for Arts, Design and Information Technology at George Brown College demonstrates his ability to lead educational innovation while creating real-world learning opportunities for students.

His distinguished service as President of the World Design Organization (2003-2005) and his continued role as Senator highlight his capacity to guide international design organizations and foster global collaboration. This experience would be particularly beneficial to Cumulus as we continue to strengthen our worldwide network.

Luigi's founding and leadership of the Institute Without Boundaries and the Brookfield Sustainability Institute show his commitment to addressing complex global challenges through interdisciplinary design approaches. His focus on social, ecological, and economic innovation through design research and strategy perfectly aligns with Cumulus's mission to advance design education and research for a better world.

His career-long dedication to interdisciplinary design practice both in Canada and internationally, combined with his expertise in design, architecture, sustainability, and digital transformation, would bring vital perspectives to our Board's deliberations. I confidently endorse Luigi Ferrara for the Cumulus Executive Board, knowing that his presence would strengthen our community's global impact and contribute significantly to our future development.

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 black ink, appearing to read 'Lorenzo Imbesi'.