



厦门大学
创意与创新学院
INSTITUTE OF CREATIVITY
AND INNOVATION
XIAMEN UNIVERSITY

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

General Secretary Eija Salmi
PO Box 31000, 00076
Aalto Finland

To Whom it May Concern

I am honored to endorse Reka Matheidesz for her candidacy as a board member of Cumulus Association for the period 2025-2028. With 25-year track record of innovation at the intersection of art, design, academic research, and entrepreneurship, Reka is a highly experienced leader whose vision and expertise will bring valuable contributions to the Cumulus community.

Reka's career exemplifies the power of interdisciplinary collaboration. She has consistently built impactful partnerships across the knowledge triangle, effectively connecting academia, research institutions, social enterprises, businesses, cities, and the public sector. In 2024 MOME proudly hosted the Cumulus Conference, which brought together an extraordinary array of thought leaders, innovators, and practitioners in art, design, and academia. The conference has strengthened the Cumulus network by fostering new connections and collaborations and intense dialogue.

Reka's achievements have been widely recognized. She was named E&Y Innovative Entrepreneur of the Year (2009), listed among Hungary's 50 most influential women by Forbes (2023), and awarded the Impact Leader distinction in 2024. She also sits in EUs strategic expert group for the New European Bauhaus Facility. As the CEO of Moholy-Nagy University of Art and Design (MOME), Reka took great transformation of the institution into a leading creative powerhouse in Central and Eastern Europe. .

As a Cumulus board member, Reka would bring visionary leadership, and a passion for fostering global collaboration in art, design, and education and can amplify collaboration with the EU and other international organisations.

I endorse Reka Matheidesz for this role and am confident that her contributions will add value to CUMULUS Association.

Please contact me if you have any questions,
Yours faithfully,

Jurgen Beij
Industrial Expert | Jurgen@studiomakkinkbey.nl