



Prof. Pradyumna Vyas

Senior Advisor, CII

Board of Director – World Design Organization (WDO)

Former Director – National Institute of Design (NID)

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Dear General Secretary Eija Salmi and Respected Members of Cumulus Association,

I am very pleased to write this reference letter for Prof. Lorenzo Imbesi to become the next President of Cumulus for the years 2022-2025.

My name is Pradyumna Vyas and I am writing in my position associated with Icsid/WDO since 1995 and as member of the current Board, also as the Chairman of the conference organized on 40th anniversary of 1979 Ahmedabad Declaration in 2019. World Design Organization is a sister Association to Cumulus, having developed jointly a number of projects and initiatives together.

I personally know Prof. Imbesi since many years, while sharing together several international conferences, roundtables and projects and I can testify he has a strong reputation as ambassador of Design education and research worldwide.

In any public initiative, Prof. Imbesi always displayed great capabilities as leader and as academic, while conveying design visions and values to the large international community. During his service as member of the Executive Board for two terms, he tirelessly contributed to the prominence of Cumulus in the large international design scenario.

Among the many initiatives he started, it is important to mention the recent Cumulus Roma 2021 conference “Design Cultures” he organized and chaired, which should be considered as one of the largest and successful Cumulus conferences, despite the difficult pandemic situation.

I am confident that his expertise and international networking will prove to be an incredible asset to lead Cumulus Association for the next three years and more.

For all these reasons, I am endorsing Prof. Imbesi as the next Cumulus President in the strongest possible terms.

Kind regards,

Your sincerely,

Pradyumna Vyas

Ms. Eija Salmi

Secretary General

Cumulus Association