



UNIVERSITY OF SANTO TOMAS
THE PONTIFICAL AND ROYAL CATHOLIC UNIVERSITY OF THE PHILIPPINES



February 11, 2025

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

-through-

General Secretary Eija Salmi
PO Box 3100, 00076
Aalto, Finland

Dear **CUMULUS** Members,

I take this opportunity to again endorse **Lorenzo Imbesi** for the position of the **CUMULUS President**. As an active member of the international organization, I am aware of his track record that demonstrates a commitment to advance the vision-mission of the organization. Since the time I have met him in 2016, during the "In This Place: International Design Conference" in Nottingham, United Kingdom, I have witnessed his resoluteness in pushing the design agenda in several platforms to align the discipline to relevant development goals of societies. Lorenzo's technical grasp and leadership qualities. I believe, were derived from the various roles he has performed: as an international lecturer, speaker, reviewer, to name a few. They manifest his extensive experience and expansive circle which will surely benefit the CUMULUS and will continue to add value to the organization.

Thank you for accepting my endorsement of his 2025 candidacy.

Warm regards,

Assoc. Prof. Guillerma L. Mendoza, Ph.D.

Academic Staff, Industrial Design Department, College of Fine Arts and Design

-and-

Academic Researcher, Research Center for Culture, Arts and Humanities

University of Santo Tomas