

**To the Members of the Cumulus Association**

**Budapest 15th December 2024**

I am writing to endorse Professor Lorenzo Imbesi for the position of President of the Cumulus Association for the period 2025-2028. As someone deeply invested in fostering innovation, collaboration, and excellence within the global design and academic communities, I think he could be an outstanding candidate to lead our association into its next chapter.

As the CEO of MOME, I had the pleasure of working closely with Lorenzo regarding the Cumulus Conference held in Budapest in May 2024. His commitment to the association and the conference success was evident throughout the process and contributed largely to the impactful discussions of our global design community.

Cumulus has been instrumental in promoting collaboration among member institutions, expanding the network's reach, and advocating for the role of design in addressing today's complex challenges. Lorenzo has consistently demonstrated his passion for advancing this mission of Cumulus and bringing together diverse perspectives and foster meaningful dialogue.

Under his leadership, I am confident that Cumulus will continue to flourish, strengthening its position as a leading global platform for design and education. Lorenzo's extensive experience, coupled with his visionary approach and commitment to our shared goals, ensures that he will serve as an outstanding President.

It is my honor to endorse Professor Lorenzo Imbesi for this position, and I look forward to witnessing the success of the Cumulus Association under his leadership.

Sincerely,

Reka Matheidesz  
CEO

Moholy-Nagy University of Art and Design