

Cumulus International Association

Universities and Colleges of Art, Design and Media

General Secretary Eija Salmi

PO Box 31000, 00076

Aalto Finland

17.02.25

Subject: Letter of endorsement for Lorenzo Imbesi - second term as President of Cumulus Association

Dear Cumulus,

Having supported Professor Imbesi's first candidacy and observed his presidency over the term I am now writing to endorse his bid for a second term as Cumulus President as I believe that achievements at Cumulus over the past three years have more than achieved the potential I recognised in my previous endorsement.

Under his stewardship, Cumulus has successfully navigated its most recent trials while expanding its global reach to nearly 400 members across 71 countries. What particularly impresses me is how he has maintained the association's collaborative DNA during a period of significant organisational and sectoral change. His leadership style, combining strategic vision with empathic understanding, has proven especially valuable in keeping our community united during these challenging times, and we are not 'out of the woods yet'.

Professor Imbesi has demonstrated vision in developing new initiatives that serve our diverse membership. The establishment of the PhD Network, Regional Seminars, and Talent Camp programs showcases his ability to translate vision into concrete action. His commitment to fostering dialogue between established design centers and emerging design communities has strengthened and empowered Cumulus's role as a truly global platform. Specifically, his emphasis on peace through design education and his success in bringing Cumulus back to in-person gatherings while maintaining digital inclusivity demonstrates understanding of both the practical and philosophical tenets of leadership - his work in developing an equity-based model for member participation shows his commitment to genuine global inclusion.

Based on his proven track record and clear vision for the future, I believe that Professor Imbesi is the ideal President to guide Cumulus further and through its next phase of development. His combination of strategic and high-level thinking coupled with strong interpersonal skills continues to serve our association well.

Your sincerely,

A handwritten signature in black ink, appearing to read 'R Bateman', is centered within a light gray rectangular box.

Roger Bateman (he/him)

Director of Sheffield Creative Industries Institute

College of Social Sciences & Arts

Sheffield Hallam University

Head Post Office Building

Fitzalan Square

Sheffield S1 2B

United Kingdom