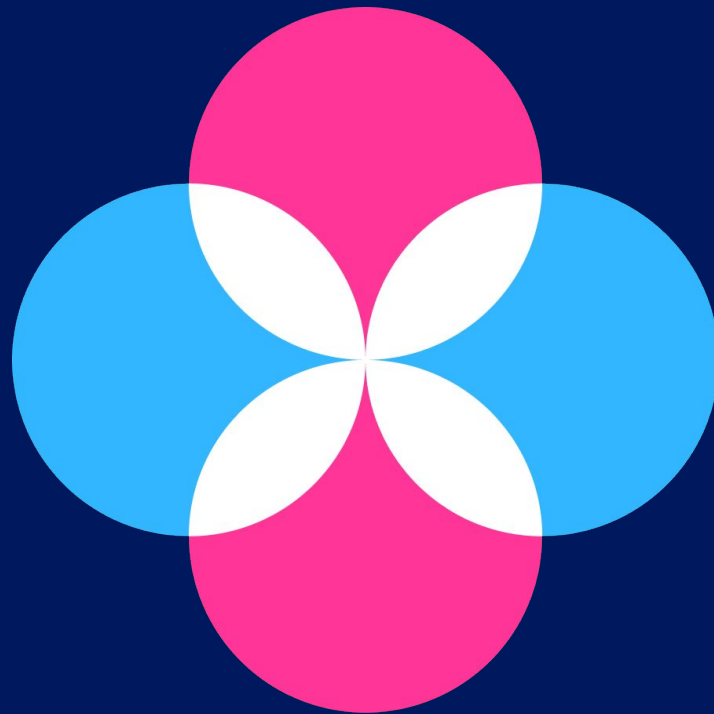




# Cumulus Highlights

2019–2022

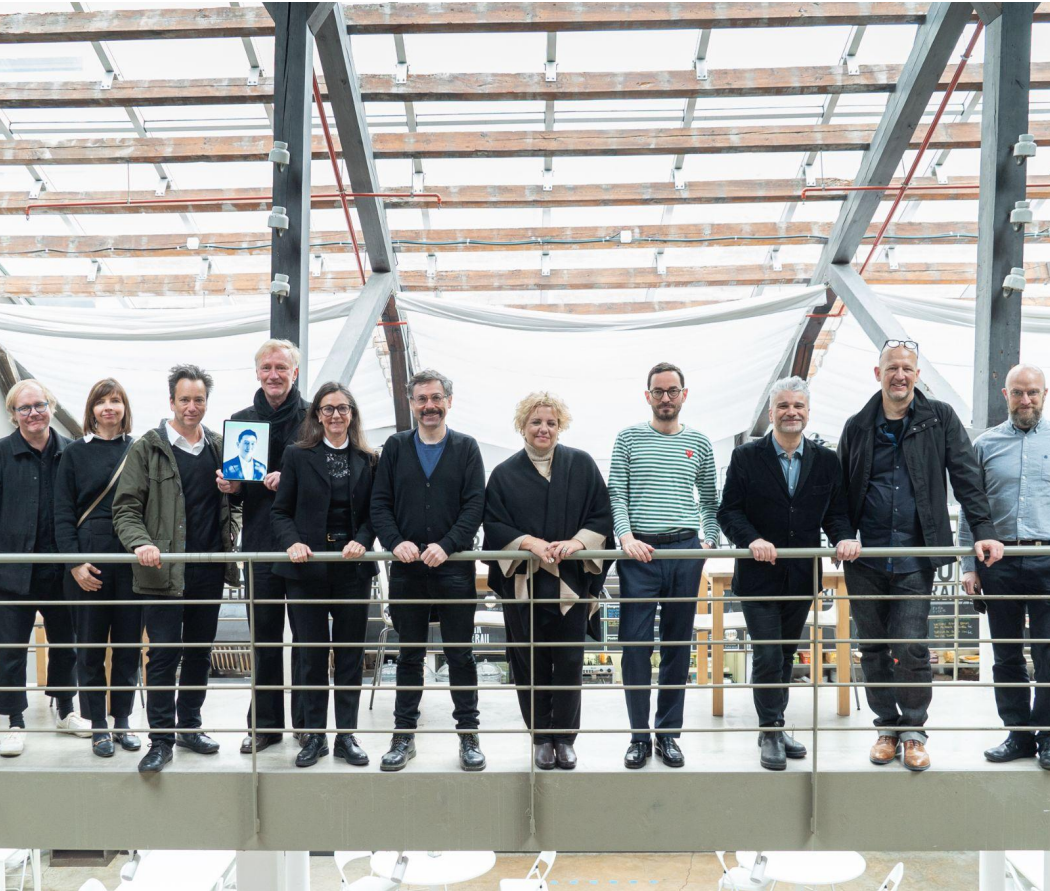
CEB VII 3-Year Report



## CEB VII

### 3 Years of Teamwork at its Best!

Mariana Amatullo, PhD, President, USA  
Philipp Heidkamp, Vice President, Germany  
Rachel K. B. Troye, Vice President, Norway  
Adam de Eyto, PhD, Treasurer, Ireland  
José Allard, PhD, Chile  
Lorenzo Imbesi, PhD, Italy  
Michael Krohn, Switzerland  
Teemu Leinonen, PhD, Finland  
Robin Turner, South Africa  
Anne Pikkov, Estonia  
Xiao Yong, China



## Cumulus Secretariat at Aalto

CEB VII invested in amplifying the capacity of the Secretariat to respond to the increasing scale and demands of the Association. With the addition of a second coordinator, Anna Lindberg, this team of 3 Ladies are now managing the Association day-to-day, keeping all members informed and cared for. Thank you for your dedication through our Board period!

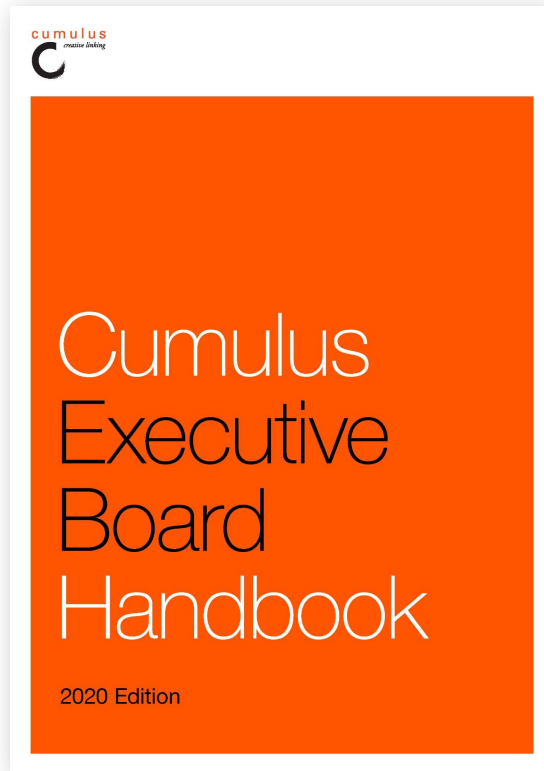
**Eija Salmi, FRSA, Secretary-General  
Justyna Molik and Anna Lindberg,  
Coordinators**





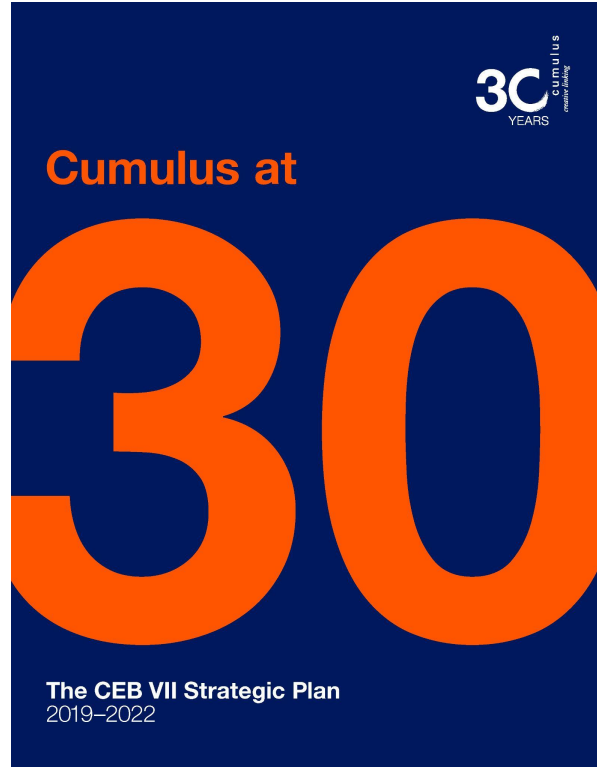
## Board Work

The full CEB VII met in person only once on site as a full team in Colombia in October 2019 for their first Board meeting. The remaining Board period was characterized by mostly remote work in the context of the global pandemic disruption. CEB VII held a total of 10 Board meetings and met on a regular basis in sub-committees to serve the Association in this “new normal” and advance its Strategic Plan, “Cumulus at 30.”



# Cumulus Executive Board Handbook

Good governance starts with the Board. As CEB VII came together as a team, one of its first actions was to develop this Handbook to serve current, new and prospective Board members. The aim is to help the Board work efficiently and ethically. As a public document aligned with the Association's Statutes, it provides information to anyone interested in knowing more about Cumulus and its governance procedures.

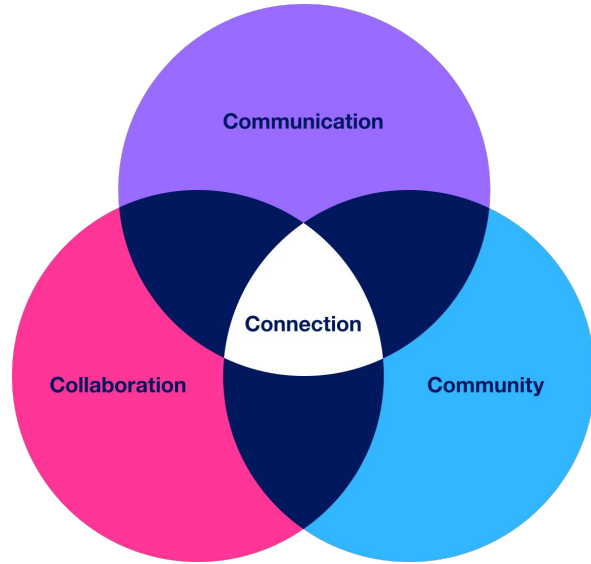


## Cumulus at 30

Reliant on the Association’s values and and focused on important pillars for action, CEB’s strategic plan became a guidepost for the Board to stay on course and guide the Association with a living strategy that remained true to Cumulus’ commitment to building sustainable, human-centered and creative societies and championing art and design education and research globally.

# Cumulus Strategic Plan and Objectives

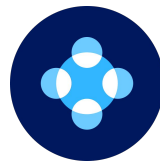
The **3 C's** of the plan **Communication**, **Collaboration** and **Community** provided the pillars for 7 objectives CEB VII advanced including shaping a robust digital communication ecosystem and aesthetic identity for Cumulus, emphasizing student-centric opportunities and building bridges between Global North and Global South.



Communication



Collaboration



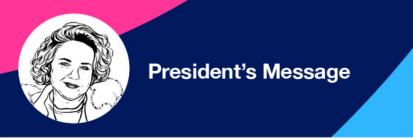
Community

# Cumulus Newsletters

As part of the communication pillar of the Strategic Plan, President Amatullo made it a priority to collaborate on a monthly basis with the Secretariat to elevate the editorial strategy of the Association’s newsletter. In addition to the traditional member news and spotlights of events, the newsletters became also an opportunity to include reflective pieces of relevance to the global art and design education community at large.



May 2022  
Cumulus Newsletter



## Commencement, Endings and Beginnings

May and June are the months of graduation ceremonies in many of our universities and colleges of the Global North. In the United States, many of our institutions of higher learning refer to the formal academic pomp and circumstance and celebration of graduation events in which we confer diplomas as “commencement.”

The word comes from the old 13th century French “commencement,” which of course means “the beginning of.” On the one hand, this is a counter-intuitive term, as in the minds of many of our students, graduation is really the end of an intense period of learning. But as educators we know all too well that graduation is in fact the start of a new beginning. We know that a hard-earned diploma is a portal, a passport of sorts that will open doors into a new stage of professional life, or to the next journey of inquiry through new research or yet another educational venture.

During this past month of May my own personal experience with commencement in my home institution was quite inspiring for the very same reasons I suspect that for many of you among the Cumulus community: our commencement included the fist in-person ceremony we were able to hold as a university since 2019. It was about honoring the graduates of 2022 but also our student cohorts who were robbed from in-person time celebrations in 2020 and 2021. The excitement and joy of everyone was so palpable even if there was a bitter-sweet dimension as well: a sense of loss for so much we could not experience together during these past few years of remote events.

Commencement as new beginnings and as the end of a chapter: this is also very present in my mind as I reflect on Cumulus and ahead of our annual General Assembly next June 16. We will then formally conclude with my Cumulus Executive Board colleagues from the team that constituted CEB VII our term serving you all for the past three years of mostly remote encounters in the context of the pandemic that knew no borders. I believe I can speak for all of us that we are deeply saddened that the next annual GA is happening once again only virtually, and will not offer us the chance to gather as a global family amid a Cumulus conference and have a real in-person celebration with all of you as members to mark this moment.



**Search for members the easy way**  
The new Cumulus member search tool is now available. It allows you to search for members by name, email, or phone number. It also allows you to filter results by location and year of graduation.



**Keep the conversation going**  
A new Cumulus member survey is now available. It allows you to provide feedback on the newsletter and the website. Your input is important to us and will help us improve our communication.



**Member Spotlight**  
Meet the new members of the Cumulus community. We are proud to welcome them and hope they will find a supportive and inspiring environment.



**A new section: student experience**  
We are excited to introduce a new section in the newsletter dedicated to student experiences. This will provide a platform for students to share their thoughts and insights on their educational journey.



**So how does it get that log-in email?**  
If you are a new member, you will receive a log-in email from Cumulus. This email contains your username and password, and instructions on how to access the member portal.



**Please bear with us**  
We apologize for any inconvenience caused by the recent changes to the Cumulus website. We are working to resolve these issues as quickly as possible and will keep you updated on our progress.



**A massive thank you**  
We want to express our deepest gratitude to all the members of the Cumulus community who have supported us over the past three years. Your contributions and engagement have made a significant difference in our work.





163

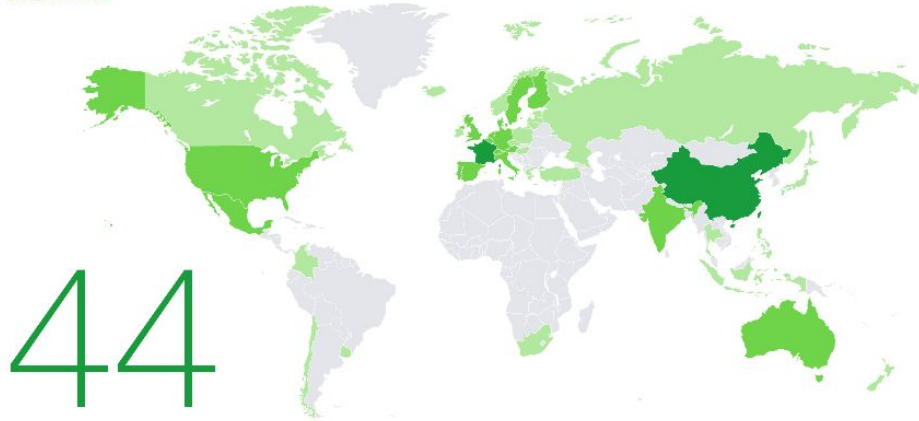
Cumulus Institutions



683

Project submissions

COUNTRIES

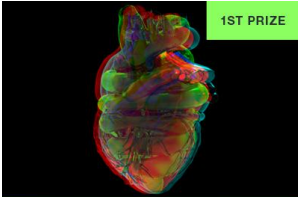




## Cumulus Green 2020

One of the important legacy projects of CEB VI realized under the direction of President Amatullo during CEB VII, the competition focused on the **United Nations SDG 12: Responsible Consumption and Production**. The Association's signature student competition was a critical project that fit within the student-centric objective of the strategic plan led by Xiao Yong and Anne Pikkov from the Board.

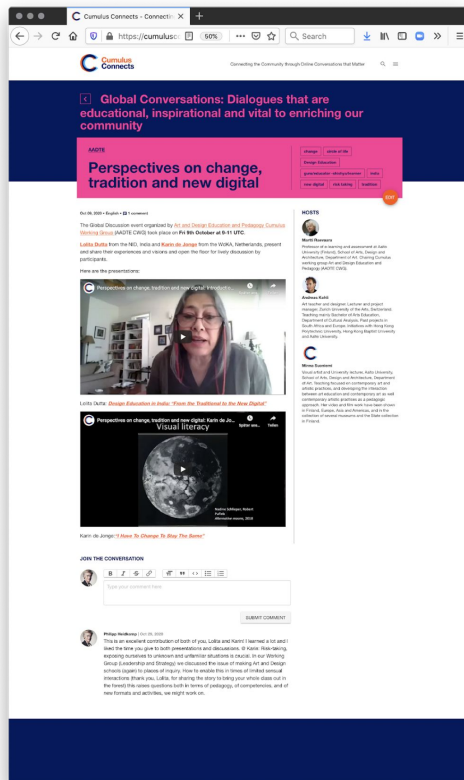
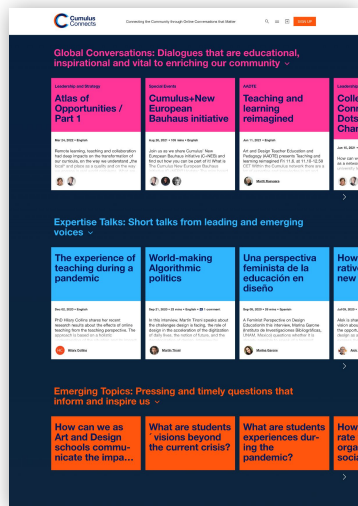


CUMULUS  
GREEN 2020

 <p>1ST PRIZE</p>	 <p>2ND PRIZE</p>	 <p>3RD PRIZE</p>
<p>Filoskin</p> <p>Valerio Di Giannantonio</p> <p>Iceland University of the Arts</p>	<p>Bloom</p> <p>Natalie Ferry and Stefano Pagani</p> <p>Parsons School of Design at The New School</p>	<p>DYPP</p> <p>Frida van der Drift Breivik and Froya Thue</p> <p>The Oslo School of Architecture and Design</p>
<p>Cumulus Green 2020: For a New Circular Economy</p>		

# Cumulus Green 2020

Focused on the **United Nations SDG 12: Responsible Consumption and Production**. The competition attracted broad membership engagement and inspiring student work from around the world. It was activated with a digital platform and partnership with the donation from a platform company that hosted the competition, Jovoto.



## Cumulus Highlights 2019–2022

# CumulusConnects

In June 2020, with the pandemic and pause of Cumulus conferences, this microsite was established under the direction of VP Philipp Heidkamp with Board contributions by Adam de Eyto and Anna Lindberg from the Secretariat to allow the community to connect, engage and collaborate. It served Cumulus Working Groups and hosted 30 plus Global Conversations. With more than 300 registered users the site was overseen by an editorial Team of CEB and members (Chile, France, Finland, Germany, Ireland) and became the blueprint for the interaction vision of the Cumulus Website.



# Celebrating Cumulus 30th Anniversary – Short Film



Cumulus Interview Series Part 1  
**Yrjö Sotamaa**



Cumulus Interview Series Part 2  
**Raimo Nikkanen**



Cumulus Interview Series Part 3  
**Eija Salmi**



Cumulus Interview Series Part 4  
**Christian Guellerin**



Cumulus Interview Series Part 5  
**Luisa Collina**



Cumulus Interview Series Part 6  
**Mariana Amatullo**

In the context of the pandemic, the celebration of the 30 Years Anniversary of the Association went online and became an invitation to commission a series of interviews with Cumulus past presidents and leaders and create a member film directed by New Zealand award-winning filmmaker Niamh Peren produced by President Mariana Amatullo.

DESIGN  
CULTURE(S)  
ROMA 2021  
JUNE 08.09.10.11  
CUMULUS CONFERENCE



## Cumulus Conferences

The pandemic accelerated CEB VII's vision to renew its conferences to go hybrid and become more accessible to all. Michael Krohn led a comprehensive study for the future of conferences. Thank you to the 3 members institutions who delivered inspiring conferences – including CEB VII Lorenzo Imbesi cochairing *Design Culture(s)* – during 3 years of none to little international mobility!



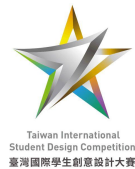
# New Partnerships

Cumulus continued establishing itself as a “network of networks.” President Amatullo collaborated with SG Eija Salmi to sign 14 new agreements that focused on diversifying the reach of Cumulus globally. New partnerships for this period focused on building bridges between Global North and Global South (DISUR; British Council); adding capacity for student competitions (ISee Taiwan; The One Club) and bringing new themes for members to engage with (BDC).

# Cumulus Endorsed Competitions

Celebrating the talent of the next generation of creative innovators

Cumulus endorses important competitions that extend the impact of the network around the world. Here are about 12 of the prominent opportunities the Secretariat brought to members and that CEB VII contributed to during their term.





Cumulus  
Association

PhD Network



Cumulus  
Association

New European  
Bauhaus

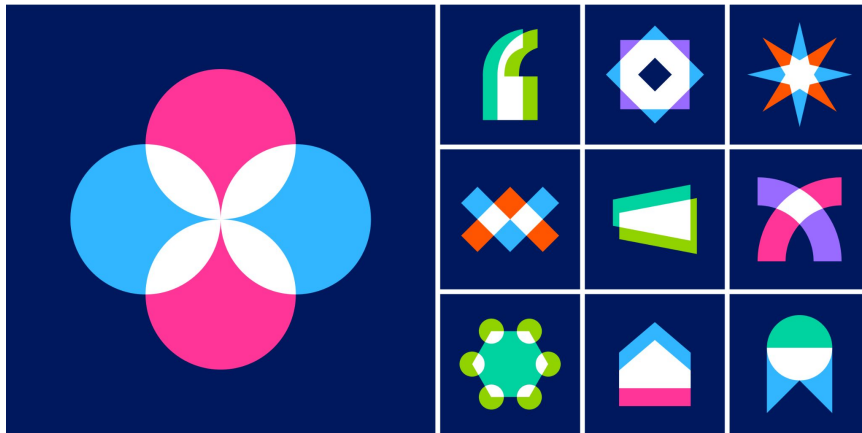
### Atlas of Opportunities



# Strategic Alliances and Working Groups

In partnership with the Secretariat and the participation of members, CEB VII was active in advancing a handful of initiatives and alliances that engage Cumulus Working Groups and partners. These initiatives are expected to continue and only grow in relevance in years to come.





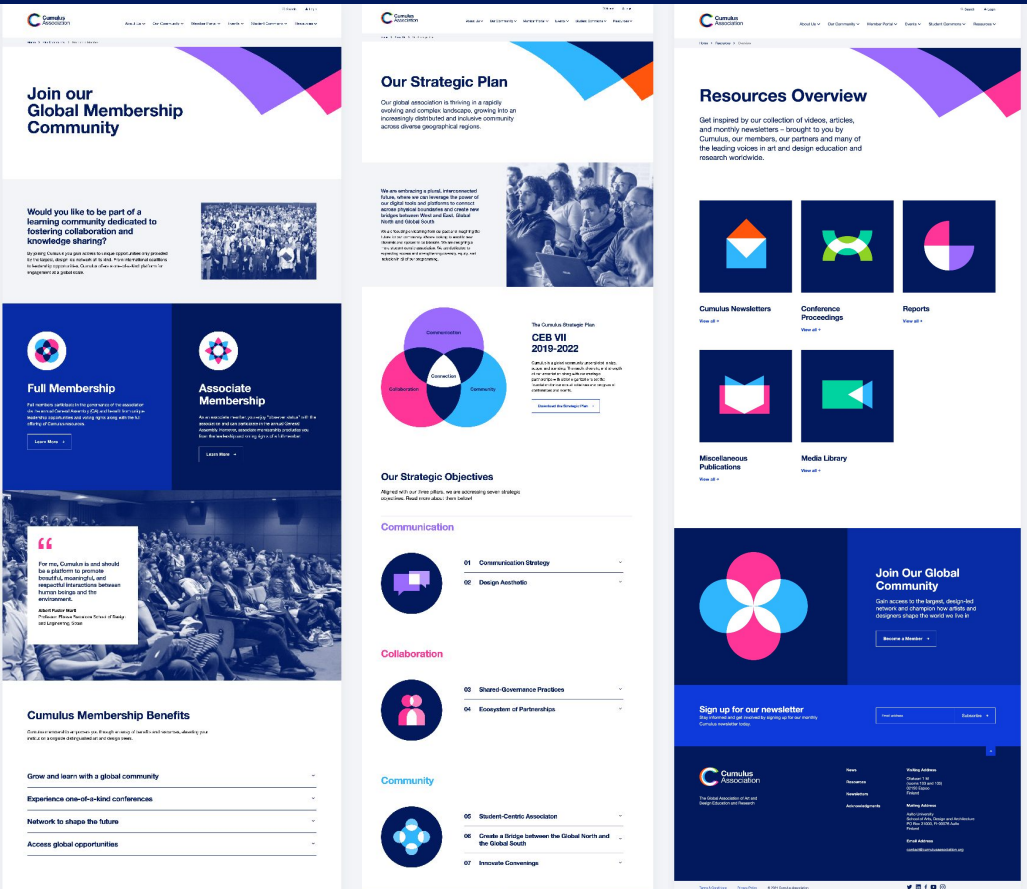
## Cumulus New Identity

As part of the communication pillar of the strategic plan, the new graphic identity system of Cumulus was launched in 2021. With oversight by VP Rachel Troye it was designed by US-based award-winning designer Karen Davison. It serves the Association with a flexible mark that is contemporary, fits the digital needs of Cumulus and communicates the Association's commitment to art and design and multi-cultural values globally.

## Cumulus Highlights 2019–2022

# The Launch of the New Cumulus Website

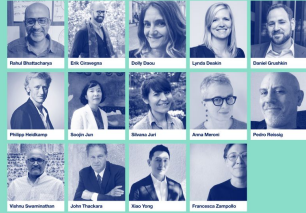
CEB VII commissioned the design studio NoFormat after an international RFP to partner with a subcommittee of the Board chaired by Robin Turner to realize the site. Launched in late 2021, the website includes the full integration of the new graphic identity; a new digital archive for the Association; and a robust information architecture to allow membership engagement and direct interactions.





Cumulus  
Green 2022  
Jury  
cumulusgreen.org

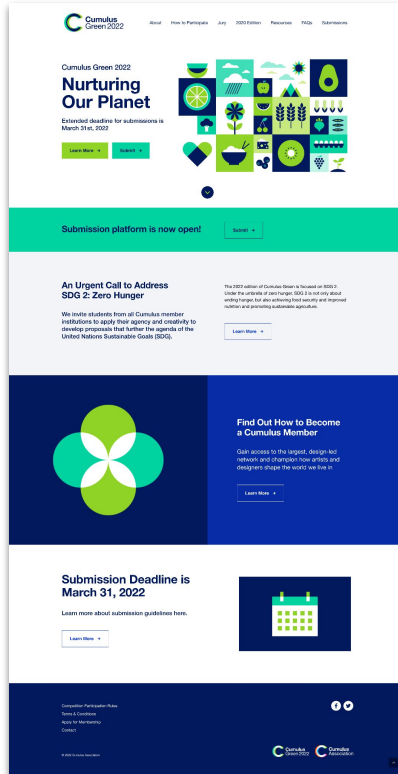
Jury Co-Chairs



More than a competition for design students, Cumulus Green is a global window into the future of Design.

*José Allard*

José Allard, Pontificia Universidad Católica de Chile, Santiago, Chile  
Anne Pikkov, Estonian Academy of Arts, Estonia  
Cumulus Green 2022 Jury Co-Chairs



## Cumulus Highlights 2019–2022

# Cumulus Green 2022

Focused on **SDG 2: Zero Hunger**, this 2nd edition was built on the foundation of Cumulus Green 2020 with new engagement of Cumulus students around the world, and a prestigious international jury co-chaired by José Allard and Anne Pikkov from CEB VII.



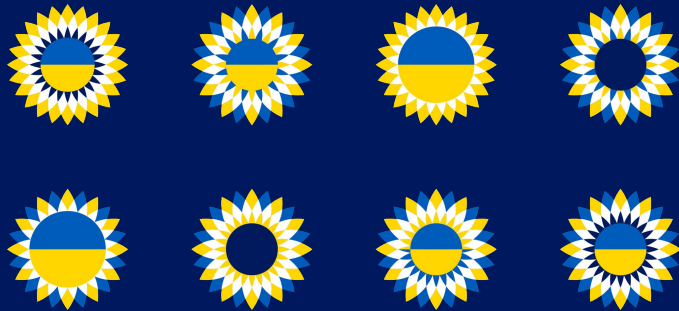
# Nurturing Our Planet

cumulusgreen.org

<p>1ST PRIZE</p> <p>Self Reliance for the Persecuted</p> <p>Team TDV Mayank Raj, Manisha Bisht and Yukti Anand</p> <p>The Design Village, India</p>	<p>2ND PRIZE</p> <p>LixiLab</p> <p>Team LixiLab Daniela Barón, María Valentina Forero, María Alejandra Parra, Valentina Pérez, Lina Sánchez and Laura Velasco</p> <p>Universiad de Los Andes Colombia, Colombia</p>	<p>3RD PRIZE</p> <p>Rice Bran Foundation</p> <p>Kentaro Sohara, Giovanni Bruno, Kaori Kawarazaki, Lisa Koga and Melba Catania</p> <p>Politecnico di Milano, Italy</p>
---	---	---

# Cumulus Green 2022

Via a new partnership with the US-based One Creativity Club, this second edition of the competition leveraged an award-winning digital platform made available for jury work in a distributed global environment. A gallery showcase for the winners of the competition was also part of the vision to amplify the competition beyond Cumulus.



## Cumulus for Ukraine

As a global family committed to the United Nations charter and values that espouse dialogue, diversity, and global engagement, CEB VII responded to the tragedy of the Ukrainian invasion by creating a connector strategy of solidarity. Executed with the leadership of Teemu Leinonen, an inquiry form and help desk project matched students and faculty with member school spots offering refuge.



## Cumulus Registration in Finland

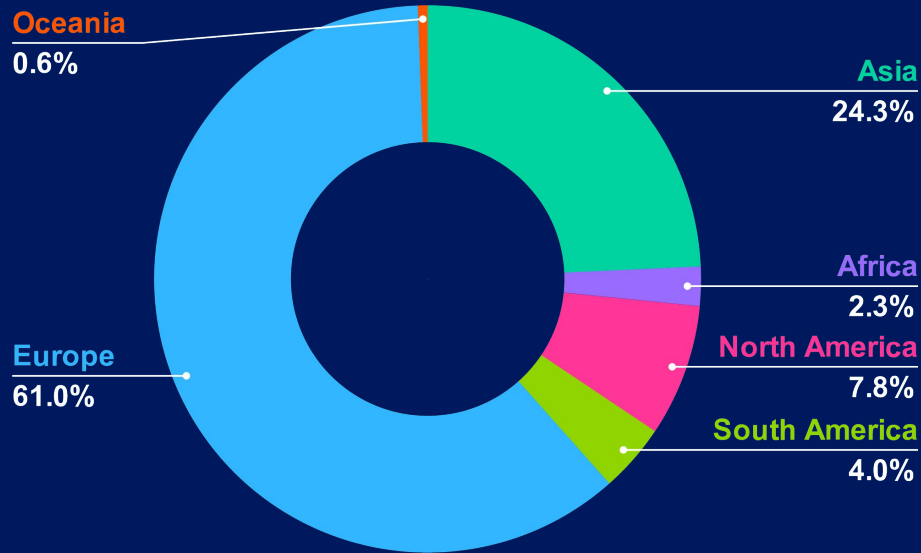
The legal registration process for Cumulus occupied the Board for close to 9 months of intense work that required deliberate study, legal expertise and multi-stakeholder member engagement. It included 3 Town halls, a member survey for feedback and co-creation on the final amendments of the Statutes that were approved by members in June 2022 GA.

# Aalto Service Agreement Renewal through 2025

The legal registration for Cumulus became an imperative for CEB VII to realize in order to be in a position to renegotiate the terms of the Association's Service Agreement with Aalto University, home of the Secretariat through 2025. The terms of the renewal were successfully completed and ready for sign off by the next Board as CEB VII concluded its mandate.

A large, stylized blue graphic of the letter 'A' followed by a question mark '?' is positioned on a grassy lawn. In the background, a modern, multi-story building with a prominent angular roofline and large windows is visible. Several people can be seen walking on a path in front of the building. The entire image has a blue color cast.

## Global Membership at a Glance in 2022

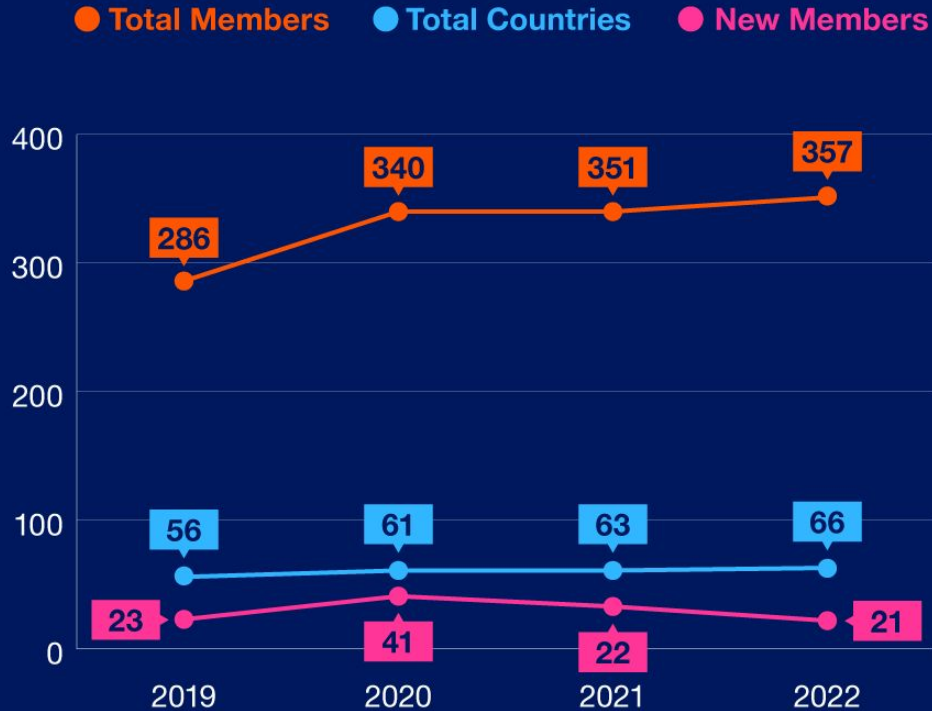


Cumulus became global in 2006. It continues growing at a steady pace. Looking ahead, many opportunities remain to diversify Cumulus membership and augment member representation and engagement, especially outside Europe.



## Membership Trends 2019–2022

As of 2022, **357 institutions constitute Cumulus membership from 66 countries.** Membership trends, distinct country growth and the number of new members added during the CEB VII period are graphed here. Despite the impact of COVID in international activities during CEB VII's period, the Association grew at a sustainable rate. President Amatullo and Treasurer Adam de Eyto were especially proud to leave Cumulus with reserves that doubled during their mandate thanks to steady membership management and sound fiscal practices.





# Passing the Baton

Best wishes to the Cumulus  
Family and CEB VIII for the  
Road Ahead!

June 2022

