

**Cumulus Leadership and Strategy Working Group
in Nottingham Trent UK 28 April 2016 at 5-7 pm
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How can design, designers and design education and activities that are connected with them, obtain more impact on the World Development and on those who are in power and have the money?

During the latest meetings of the Cumulus Leadership and Strategy Working Group, we have worked on a Manifesto for what good leadership is. At the next meeting in Nottingham, we will discuss how we transform these good words into an Action. We have invited some specialists from different backgrounds and countries on these issues to come and share their knowledge, experience and visions on how design, designers and design schools can obtain more impact on systems, organizations and cultures in order to contribute to changing the World development in a more positive way.

Speakers

Christian Guellerin, Director, L'Ecole de Design Nantes Atlantique France.

He is one of the 50 publicly recognised innovative people in France. He and has also e.g published a Cumulus Think Tank publication of designers in the leadership positions. He also served Cumulus as the president 2007-2013. Christian's presentation will be about **the double degrees: Are they just wishful thinking? Feedback about Hybrid educational programs - Engineering, business, architecture, design, humanities...** How can we mix programs and cultures without falling into the trap of producing all-knowing scholars reminiscent of Giovanni Pico della Mirandola, which would be disastrous? Instead of combining courses to create a single hybrid discipline, which is futile if not disastrous, we would do better to focus on learning how to work with others. What is essential is for designers to learn how to work "with" engineers, "with" architects, "with" sociologists and "with" marketers... This means ensuring that cultures and knowledge complement one another harmoniously rather than becoming one and the same.
<http://en.lecolededesign.com/>

Elena Kolovskaya Director Pro Arte Foundation St. Petersburg Russia

The St Petersburg PRO ARTE Foundation for Culture and Arts is a non-profit, non-governmental organization. It was founded in 1999 and is located in St Petersburg in the Peter and Paul Fortress. The Foundation promotes contemporary arts and culture, its main fields of activity being visual art, music, architecture, art journalism, and design.

The Foundation supports projects of Russian artists and cultural organizations, produces exhibitions, festivals and concerts, organises conferences, lectures and education programs for young artists, journalists, and designers. Many projects of the PRO ARTE Foundation involve such partners as the State Hermitage Museum, the St Petersburg Academic Philharmonic named after Dimitry Shostakovich, National Centre for Contemporary Arts, St Petersburg State University as well as Cumulus. Elena will present about **her work in the inspiring cultural and also challenging context in the North-West of Russia.**

http://www.proarte.ru/en/pro_arte/

Robin Turner, Greenside Design Center, Johannesburg, South Africa

Robin Turner is their head of Graphic/Multimedia Design. He will present **what does design and the design education mean for the development of Africa.**

As an African designer and design educator, he has come to realize what poor ties we have with other design education institutions in Africa. Robin believes that an opportunity for dialogue between African design institutions, and conversations between African and non-African institutions is often somewhat missed. Through Cumulus we can change this.

His aim is to get at least 1 design school from every country in Africa talking to each other about the state of design in their respective countries, and how it can be used to improve political, environmental, and social-economic affairs in Africa. He also wants to get a better dialogue happening about design thinking between Africa and the rest of the world. He believes that open dialogue and networking will be beneficial, not only for the future of our African design industry, but more immediately, for our institutions - and more importantly - our respective communities. Robin also believes that the inclusion of an African network in the Cumulus sphere is important for many reasons. In conclusion, he believes that it is important that design education in Africa has representation on a global scale, and that Africa has access to reputable design educator forums such as Cumulus so that fair dialogue Africa and the rest of the world can take place.
<http://www.designcenter.co.za>

Thit Juul Madsen, CEO Design2innovate, Denmark

She heads the design cluster D2i – Design to innovate. This will **present what can happen when a whole region invests in design and make it the fulcrum of its development. And what role can design education play in that development?**

D2i – Design to innovate is a Danish design cluster generating business development and growth in companies by means of design. D2i is based in the Region of Southern Denmark with a strong network of regional, national and international partners. D2i is a membership-based design cluster that generates business development and growth in companies. The strategic use of design is a growth factor and a job generator because it helps companies optimize and improve anything from production to product and from strategy to process. Over the past four years, D2i has introduced design and design methods to more than 500 companies, representing more than 1,500 employees and managers. D2i is transitioning to a new phase, where the design cluster is set to accelerate, develop and grow. This new phase involves attracting new companies and establishing new partnerships and projects, and in the future, This is focusing even more on external developments and contacts to companies, partners, other clusters and national and international design networks.

<http://www.d2i.dk/en/about-d2i/>

Cumulus Leadership and Strategy Working Group Manifesto on Leadership.

Our dynamically changing complex society requires new mindsets, approaches and solutions. As Cumulus school leaders, our responsibility is to inform and influence our surrounding global society so that our knowledge and solutions have impact and become rapidly diffused. We will do our utmost to create the best educational frameworks, to establish excellent conditions for creative knowledge production and diffusion, for our students and stakeholders.

We as leaders will strive to

- Be visionary and bold
- Be integrative, collaborative and respect other disciplines in our approach
- Advocate creativity, learning, risk taking and experimentation
- Envisage alternative futures and holistic solutions to enable decision makers to achieve transformational change
- Embrace the language of others (business, civil society, the public sector etc.) and develop and disseminate our own vocabulary and culture
- Empower students and colleagues to realize their ideas as solutions for the benefit of active citizenship and a better world
- influence and support decision making, nationally and globally, on policy and funding agendas
- leave the world in better shape than how we found it