



Dear WDO members,

We are collectively greatly honored to recommend **Ms. Anne ASENSIO as President-Elect candidate for the next Executive Board elections in Tokyo (2023-25 term).**

In the current global context, making the voice of design heard loud and clear has never been more important. Our mission as WDO members is essential. More than ever, we are committed to proactively and effectively serve WDO's vision to design a better world with all our means and talents.

For the last 4 years, Ms. Anne Asensio, as member of the Board, has actively connected with the global Design community, in all its cultural and economic diversity, effectively conveying messages centered on WDO's transformation strategy, as well as opening privileged access to key players of ecosystems in full transition, thus sharpening her views and experience in engaging for Design impact.

With her well-established experience as an industrial designer, as a design leader in large multinational companies, as a key contributor to a diverse range of design bodies, institutions, design schools, research labs, executive boards and consulting practices all around the world, we believe that Anne Asensio has the necessary qualities for the position of President-Elect of the WDO.

With her human qualities and robust ethical values, "standing on the shoulders of giants" attitude, we are confident that Anne Asensio will provide leadership at the crossroads of Design and humanized technologies, pursuing the most relevant Board initiatives.

Implementing human-centered, inclusive and sensible digital data-driven strategy for WDO will yield positive impact for design worldwide, citizens and society.

By giving your support to Ms Anne Asensio, we believe that you will enable the emergence of an enhanced and plural design approach and that our future will be built collectively.

Position of President-Elect 2023-25

Anne Asensio's (USA & France) Global Design Experience spans over more than 3 decades leading and managing Automotive and Industrial Design teams. At General Motors, she was Executive Director for Advanced Design, led GM's eight brands' Experience Center, Interior Design and Brand Character. Previously with Renault, she held the position of Design Director for small and mid-size cars (Twingo, Clio, and Scenic ranges). Today as Dassault Systèmes' Vice President of Design Experience, she heads the Design Studio, a multidisciplinary team in innovation strategy by design, design experience, upstream thinking, system thinking, design research, design management and consultancy.

Advocating a participative human-centered approach between design theory methodologies and new technologies & virtual universes, Anne advises Dassault Systèmes' internal strategies and clients in various industry sectors and public institutions as they transform their processes of innovation, creation, value proposition for customers — and ultimately improve users' and citizens' living experiences.

Anne collaborates with various designers, artists, maverick thinkers, innovators in diverse industry networks and public sectors. Imagining alternative strategies to transform the world we live in into a more sustainable and desirable one, Anne enables cross-thinking, colliding nature-inspired and technological approaches through creation and ultimately leverage the value of design for users, citizens and humans' well-being.

Anne also contributes to a number of publications and is a member of several boards in industry, business and academia. She is an independent administrator in an automotive company, Administrator of Strate School of Design since 2010, Board Member of APCI (Agence de Promotion du Design & de la Création Industrielle), Board Member of French Design by VIA (Valorisation de l'Industrie de l'Ameublement), founding member of the Design Code, a collective of design managers.

She is also a member of multiple research chairs: "Modélisation des Imaginaires" (Telecom ParisTech), "Théorie et Méthodes de la Conception Innovante" (Mines ParisTech), "Economie des Communs de Données" (Institut Mines-Telecom). She is one of the few "Circular Design Leaders" of the Ellen MacArthur Foundation, and is a member of the think tank "Industrialité & Ecoumène" at the Institut d'Etudes Avancées (Nantes).

She is also an active jury member of international design and strategy competitions.



PROMOTION
DU DESIGN

Mr. Emmanuel THOUAN,
President



Mr. Jean-Paul BATH,
CEO



Ms. Anne ASENSIO,
Vice President Design
Experience



Mr. Gilles ROUGON,
Design & Innovation
Senior Catalyst,
WDO regional advisor



Mr. Jérôme FERRARI FROMAGER,
Director, Design & User
Experience Lab



Ms. Marine CATEL,
Workplace Experience
Manager, WDO Young
Designers Circle



Mr. Christian GUELLERIN,
Executive Director of
L'École de design
Nantes Atlantique



Mr. Maurice LARIVIERE,
Co-founder, CEO & COO



Ms. Anna BERNAGOZZI,
Design Theory Professor,
Curator, Editor



Mr. Eric CHENAL,
Director



Ms. Frédérique PAIN,
Director



Mr. Olivier MERMET,
Director



Mr. Guillaume PUECH,
Director



Ms. Caroline NAPHEGYI,
WDC Program Director



designspot

Mr. Vincent CREANCE,
Director

PRESIDENT-ELECT NOMINEE (2023-2025)

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Design's influence extends beyond borders, especially in times of global crises. Let's open up digital opportunities and regenerate systems to tackle the SDG roadmap, achieving our goals for circular economy.

Sustainability extends from industry to all dimensions of life. Providing meaningful choices, fostering social justice, we'll change behaviors, people and protect our planet. Let's actively engage and bring together the collective power of design!

Anne Asensio

[Dassault Systèmes](#)
Corporate Member

”

As the leading international design organization, WDO's strength is our capacity to leverage our global networks — to raise awareness, imagine solutions and demonstrate care to the world.

As an experienced corporate design leader, concerned designer, and WDO board member for 4 years, I've promoted a vision of design at the convergence of science and industry — with a humanistic focus on digital disruption and technology acceleration. I joined the board with the ambition to work on design effectiveness, a step toward an evidence-based index for design impact.

Design is undergoing an unprecedented transition. The importance of design and designers has never been greater. Leadership requires to demonstrate design impact. I believe WDO's role is to advocate strategic policies to promote the power of design in all instances from innovation to business growth to address the major economical, societal and environmental transitions ahead.

This requires us to build a culture which stimulates collaboration, to generate new skills for designers in support of our society and our planet — with meaningful actions that benefit humanity. The challenge is to develop a new narrative and reinvent our intellectual and technical capabilities as well as fostering outstanding relationships and partnerships to imagine sustainable alternatives. To regenerate the world we live in.

Building on the work done in defining and increasing WDO's footprint and impact, I am proud and honoured to offer to serve you as President Elect, and gather our design forces behind an ambitious shared agenda for a more desirable, fair and sustainable world. [Watch Anne's nomination video](#)

PROFESSIONAL EXPERIENCE

Anne Asensio is a designer. She held executive roles in design management and innovation strategy at Renault, General Motors, and Dassault Systèmes, leading complex multi-brand design programs.

Anne has won several design and innovation awards and plays an active role in strategic boards for companies and design schools worldwide.

[Access Anne's LinkedIn profile](#)
[Follow Anne on Twitter @Sensanne44 & Instagram](#)

PRESENT OCCUPATION

Anne Asensio is Vice President of Design Experience at Dassault Systèmes. She founded the **DESIGN**Studio, a multidisciplinary team in innovation strategy by design, design research, design management.

She delivers Design excellence strategy to support Dassault Systèmes' vision, equity and purpose.

The 27th of September 2023,

Dear WDO members,

As BEDA Past president, I give our support to Anne Asensio. We believe that she has the necessary qualities for the position of president-elect of the WDO, and that you will enable the emergence of an enhanced and plural design approach to build our future collectively, especially connecting BEDA and WDO networks for better services to all the members.

BEDA is the network of European design organizations. it represents more than 50 design organizations, design promotion centers or professional's associations, from 28 countries in Europe (<https://beda.org/>)

As head of Innovation and International Affairs at Cité du design (Saint-Etienne, France), and part of BEDA board since 2014, I promote design as a driver of sustainable growth and prosperity. This includes advocating for progressive design to the European Commission and work closely with the on some strategic initiatives such as the Pact for Skills and the New European Bauhaus.

I first met Anne at Saint Etienne in the framework of the Biennale Internationale Design Saint-Etienne and she was active in our conferences and exhibitions. Anne Asensio is a well renowned designer with worldwide reputation, enable with her total engagement to build great connections with the global Design community. Anne 's experience and scopes of intervention on the Design field (as a design leader in large companies on different industries, digital design, computation & systems, virtual design, collaborative & social design, circular design practitioner, Sustainability, regenerative future enabler) may bring a relevant asset for the WDO, in times of great transitions.

Collaboration is the strength of the future, through strong and established networks, as BEDA and WDO, we will attempt to respond to the social and economic issues for the well-being of people and respect for the planet.

Isabelle Vérilhac
Past President (2021-2023)



October 2, 2023

Recommending Anne Asensio

I have known Anne Asensio since 2010 and have followed her career with great interest and admiration. She not only holds a senior position as VP of Design with Dassault Systèmes but commands the support and respect of the head of the company. I know because I have experienced her interactions with Bernard Charlès.

More importantly, she is a long-time supporter of WDO and understands the history and role of the organization. Her work on developing sustainability as a core foundation of Dassault Systèmes as well as her own work puts her at the forefront of designers across the world. It is not a coincidence that Dassault Systèmes was an Associate Sponsor of the “Waste Age” exhibit at the London Design Museum, where the huge pendant that hung in the opening hall was created by Mamou-Mani Architects and the Dassault Systèmes Design Studio. The pendant, Aurora, *“signals the end of the take-make-waste era” according to its designers and uses PLA plastics and wood pulp to show how a new building material might be conceived. (the statement in italics is from the Design Week UK review of the show).* I credit Anne as one of the driving forces for the creation of that dramatic exhibit.

As she says in her position statement:

The future will be about empowering designers in their transformative projects with meaningful resources, creation of a center of excellence and accessible knowledge for the WDO design community— thus fulfilling the UN Sustainable Development Goals promise.

WDO is an important organization. It is not yet well known enough, even within the design community. Designers need to develop design methods that respect the environment, using new materials, new means of manufacturing, and designing for repair, upgrading, and enhancements. The new technological changes, especially generative models from AI, promise to cause radical changes in the jobs of designers. WDO needs someone who can help make these transitions.

Anne has been a highly skilled designer at numerous companies, a senior executive at one of the world’s largest companies, and a strong board member at WDO. As the world faces many major transformations today, Anne is well equipped to lead WDO, the design profession, and the world in dealing with the complexity of the transition to the circular economy and the resulting changes in design practice and business models, as well as to the changes in the design practices themselves as AI becomes more and more ingrained into design tools.

The wide breadth and depth of her experience makes her uniquely qualified for leadership.

Sincerely,



Don Norman

Sir Misha Black Medal for Design Education
Honorary Fellow Design Research Society
Member IDSA
Honorary Doctorates:

University of Padua, Delft University of Technology, University of San Marino

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LETTER OF SUPPORT ANNE ASENSIO – PRESIDENT-ELECT, WDO

I had the honour of first meeting Anne Asensio in France during my term on the Board of ICSID / WDO and was instantly struck by her intellect, energy and dedication to advocating for the transformative power of design to help shape our world for the better.

I believe Anne has the right qualities as a person, and experience as a designer that will make her an impactful future President of the World Design Organization.

Anne brings a wealth of experience as a global design leader in large corporates across various industries and design disciplines including digital design, computation and systems design, virtual design, collaborative and social design, circular design, sustainability and regenerative design – all critical areas that will bring enormous value to the WDO leadership.

For the years ahead, as our planet, societies and economies face the many complex and interconnected challenges – the WDO leadership will require the right stamina, charisma and governance to ensure we remain relevant as a global design body.

As the Vice-President of Design Experience at Dassault Systemes as well as serving two consecutive terms on the Executive Board of WDO, Anne has a solid track record of leading and inspiring teams and creating and implementing transformative design strategies. Her mission is to enable businesses, industry and consumers to shift to a more sustainable and Circular Economy, by reducing waste, optimising resources, and enhancing customer value – an area I passionately believe WDO should be strategically focussed on now, and most certainly in the years ahead.

Anne will bring her experience as the Circular Design Leader at Ellen MacArthur Foundation to the WDO and work with partners, global organisations, policymakers, and educators to promote and implement Circular Design Principles and Practices across various sectors and domains.

I wish Anne all the best in her candidacy to run for this very important leadership role – for designers, for businesses and for the future of WDO.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Brandon Gien", with a large, stylized flourish extending from the end of the signature.

Dr. Brandon Gien
CEO, Good Design Australia
Executive Director, Australian Design Council
Senator, World Design Organization

New York, October 5th 2023

Dear WDO Members,

Design is the most important creative discipline in the world, and thanks to advocates like Anne Asensio, the world might finally get the message! I have hardly ever witnessed such relentless dedication to bringing the design mindset to all who should know, from executives to policymakers and politicians.

Anne has tremendous field experience, having been a hands-on designer for decades. She has led large and diverse teams, and helped them achieve the synthesis of goals and means that is at the essence of our discipline. She has tackled goals concrete—actual products—and less tangible—strategies, infrastructures, policies.

I cannot think of anybody better to lead an organization that is tasked with making sure designers are included in the high-level programs and actions that endeavor to make the world a better place for all—all humans, all species, and all ecosystems.

Paola Antonelli
Senior Curator, Architecture & Design
Director, Research & Development
The Museum of Modern Art

Monika Koncz-MacKenzie

Senior Design and Innovation Manager

Ellen MacArthur Foundation

The Sail Loft, Medina Road, Cowes, Isle of Wight, PO31 7BX

I am delighted to hear that Anne Asensio is running for WDO presidency. She is a natural leader, inspiring others with strong vision, passion, systemic insight and creativity, and a wealth of experience from various industries. I believe the WDO would greatly benefit from the variety of qualities Anne brings.

Anne has been a very valued member of the Ellen MacArthur Foundation's Circular Design Leaders group since the beginning of the group in 2020. The invite-only-group consists of senior design leaders and decision makers across sectors, incl. Chief Design Officers, Heads of Design or Design Directors from Philips, Danone, Unilever, Jaguar Land Rover, VISA, Coca Cola and others.

Throughout our work together, Anne played an instrumental role in the Circular Design Leaders group, stretching the members imagination, to think more boldly and systemically. She brings diverse perspectives together, sets the bar high for our engagement with the CDL and I noticed how she inspired new thinking and was looked up to by members in our group. Her credibility coming from many years of experience in a wide range of industries is balanced by a very personable and warm approach, allowing her to bring deep systemic insights in a way that is engaging and well received.





SangYup Lee

Executive Vice President

Head of Hyundai and Genesis Global Design Center

10/06/2023

To Whom It May Concern,

I am writing to express my fullest support for Anne Asensio's candidacy for the position of President of the World Design Organization. Having had the privilege of being a member of Anne's design team during our time at General Motors, I can confidently affirm her remarkable talents, unwavering commitment, and exceptional leadership qualities with vision and abilities to turn ideas into reality that are well-suited for this esteemed role. In light of this, Anne has been my mentor since our earlier days working together, remains my mentor to this day, and will always be my guiding influence.

I hold Anne in the highest regard, recognizing her not only as a globally renowned designer but also for her ability to inspire and unite the design community worldwide. With her extensive experience and her ability to connect with diverse industries, Anne's passion and dedication to promoting design as a powerful force for positive change has resonated across diverse areas and aspects of influence on a global scale.

She is characterized by exceptional creativity, strong leadership, and wealth of diverse experiences, combined with a deep commitment to collaboration — qualities that are essential for guiding the World Design Organization in promoting a better world through design. By giving your support to Anne, I believe you will help foster a richer and more diverse approach in design, shaping our shared future.

Sincerely,
SangYup Lee

A handwritten signature in black ink, appearing to read "SangYup Lee", written over a horizontal line.

22nd September 2023

I first met Anne in 2021, during the COVID pandemic. We both worked for Renault, but we didn't have an opportunity to work together, even though her reputation was extremely strong in the Company.

Our first interaction was in 2021 at the Design Museum in London where she had organised an amazing expo on Design, Sustainability and Art. How Design is going to save the World! She spent hours explaining this to myself and a small group of people, we were all extremely amazed by her passion.

When our professional relationship began, I had the privilege to spend hours with her and her team, both in France (Velizy, Paris) and in the UK (London and Gaydon).

Some points I would like to make:

1. I believe Anne is the absolute right fit for the WDO job because of her experience and scopes of intervention in the design field (as a design leader in large companies within different industries, Digital Design, Computation & Systems, Virtual Design, Collaborative & Social Design, Sustainability etc.)
2. Even more important than her technical skills, she has a vision of the world to come, the main and upcoming trends that will change our life in the future and truly understanding where we come from.....she is a real futuristic person.
3. Finally, Anne has human skills that make her a 'true, good and unique person'. She understands that DE & I will change the world and is the only way we can have a better world.

In a few words, incredible technical skills, futuristic and human centric make Anne the best possible candidate in my view.

Yours sincerely



Francois Dossa

Executive Director, Strategy & Sustainability

JLR

Abbey Road, Whitley, Coventry, CV3 4LF

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JAGUARLANDROVER.COM

To whom it may concern.

In the current global context making the voice of design audible loud and clear has never been more important and WDO mission “design for a better world is essential. I have had the pleasure of working with Anne Asensio for over 20 years in the Automotive Industry. Therefore, I most emphatically recommend her for the position of president-elect of the WDO.

I am Dave Marek, Executive Creative Director for Honda Motor Company. I have over 35 years of experience working in the Design field. I have worked with many talented professionals, but Anne’s talent and problem-solving skills stand out among her peers. I remain impressed with her driven work ethic, and we share common vision in transitioning the automotive industry towards more sustainable and desirable proposal by design,

I first met Anne in Paris when we worked together re-imagining HONDA Design strategy at the heart of digital transformation and sustainability. During the time we worked together I realized Anne is carrying on the voice of Design, bringing Design awareness among business players and decision makers...enabling and diffusing WDO’s transformation strategy, open privileged access to key players of ecosystems in full transition to sharpen her view and experience in engaging for effective Design impact.

In addition to our collaboration, I am confident Anne ‘s experience and scope of intervention on the Design field (as a design leader in large companies on different industries, digital design, computation & systems, virtual design, collaborative & social design, circular design practitioner, Sustainability, regenerative future enabler, will bring a relevant asset for the WDO, in times of great transition.

Anne Asensio has the necessary qualities for the position of president-elect of the WDO and by giving your support to Anne, I believe that you will enable the emergence of an enhanced and plural design approach and that our future will be built collectively.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dave Marek', with a stylized, elongated horizontal stroke extending to the right.

Dave Marek
Executive Creative Director
Honda Motor Company, LTD.

Please do not hesitate to contact me if you need more information. You can reach me at 3109771703, or by email at dmarek@na.honda.com.

September 28, 2023

Dear Members of the World Design Organization,

I am writing to enthusiastically endorse Anne Asensio for the position of President of the World Design Organization.



Anne Asensio is an **idea person**. She is a visionary designer with boundless, impressive, and impactful ideas. Her extensive experience in various design disciplines, including automotive, industrial, and digital design, demonstrates her versatility and adaptability in addressing the ever-evolving challenges in the design world.

Anne Asensio is an **action person**. She makes excellent ideas come to life by understanding context, focusing on the correct problems, simplifying complexity, and thinking strategically about obstacles and opportunities. Her rich track record is a testament to her ability to make complicated things happen.

Anne Asensio is a **people's person**. She is a great collaborator and a connector who brings people together. No one is immune to her enthusiasm, good humor, optimism, and boundless energy, reflected in the twinkle of her eyes. Anne creates a ripple effect by inspiring a vibrant, multi-generational, diverse, and global network of people.

Anne Asensio is a **global citizen**. Anne's international perspective and global experience will benefit the World Design Organization. Her work has taken her to various corners of the world, giving her a deep understanding of the cultural and regional nuances that shape design practices. This perspective will be invaluable in guiding the organization's efforts to promote design excellence on a global scale.

Last but not least, Anne Asensio is a **nice person**. She is honest, loyal and humble. She has an unwavering moral compass in life and at work. She is loving towards her family, friends, peers and colleagues. She reminds me of Alan Mulally, another legendary leader and CEO of Boeing and The Ford Motor Company, who said, It is nice to be important but more important to be nice.

I have the utmost confidence that Anne will bring innovative ideas, strategic vision, and a collaborative spirit to the role, ensuring the continued growth and success of the World Design Organization.

Sincerely,

Ayse Birsell
Designer, Founder, Author
Birsell + Seck LLC

October 2nd, 2023

RE: Endorsement for Anne Asensio's Candidacy as President-Elect of the WDO

Dear Members of the World Design Organization,

I am expressing my wholehearted support for Anne Asensio's candidacy for the position of President-Elect of the WDO. As the Global Strategist for the College for Creative Studies in Detroit, where I have dedicated decades to fostering design innovation, I have witnessed Anne's remarkable contributions to the design field. During my tenure at CCS, I had the opportunity to collaborate closely with Anne in a partnership between Dassault System and CCS.

Anne Asensio's reputation as a distinguished designer with a global reach is unparalleled. Her unwavering dedication to the design community and her profound understanding of cultural and economic diversities reflect her multicultural openness and extensive experience in various aspects of the design industry, virtual design, circular and social design, is truly noteworthy.

Having served on the WDO board for four years, Anne has demonstrated a profound understanding of the critical issues that demand attention on the global stage. Her unique qualifications and experiences represent a significant asset for the World Design Organization, making her exceptionally suited for the role of President-Elect of the WDO.

Please consider Anne Asensio for this prestigious position; her ability will steer the World Design Organization toward a future of innovation, collaboration, and positive impact.

Sincerely,



Vincenzo Iavicoli
Professor, CCS Global Strategist
vincenzo@ccsdetroit.edu
+1 313 664 1621

September 25, 2023

To WDO colleagues,

It gives me distinct pleasure to endorse and recommend Mrs. Anne Asensio as President-Elect candidate for the upcoming Executive Board elections in Tokyo. I first met Anne in 2006 when we were both working in the state of Michigan in the United States: I was Director of the front end of Herman Miller's R&D department, and Anne was Executive Design Director at General Motors. Since then, we both chose different paths and work horizons, yet managed to stay in contact: we have co-presented a lab in Paris, written a scientific proposal and sat on a virtual round table on design management, and most recently I have invited Anne to be the Butter Goeller Design Affair guest designer of the year at Ohio State and lead a two-day design charette for my department of design.

Anne checks all the boxes to be an impactful and successful WDO president: international experience as industrial designer; world renown reputation as design leader; key contributor to corporate, and non-for-profit boards; visionary on the role of digital data driven strategies; and access to a large network of practitioners, scholars, and executives.

But more importantly, Anne is a wonderful person. Her demonstrated qualities at the crossroad of human centered design, inclusive design practices and transformational design strategies to make the world a better place, show how much she genuinely cares about the future of design, and the planet.

I support Anne wholeheartedly in this endeavor and I invite anyone caring about the future of industrial design to do the same.

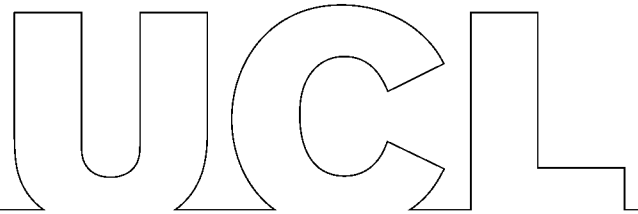
Sincerely,



Dr. Fabienne Münch, Professor and Chair

Department of Design
100 Hayes Hall
108 North Oval Mall

28 September 2023



to: Voting Members of the World Design Organization (WDO)
from: Mario Carpo, Professor of architectural history and theory, the Bartlett-UCL, London
re: Anne Asensio

Dear Members of the World Design Organization:

Anne Asensio, Vice President for Design Experience at Dassault Systèmes, and currently WDO Board Member, will run for the position of WDO President-Elect. I cannot see a better candidate for that position, and I write this letter in support of Anne's application.

I have met Anne in the spring of 2018 at a conference on new design technologies in Paris, and since then I have often collaborated with her; I invited her to give talks in classes and seminars I taught in Paris and London and I was in turn invited by her to speak at events she organized, including in particular a memorable session hosted by Dassault Systèmes at the Salone del Mobile in Milan in the spring of 2019. Throughout these events, I could appreciate Anne's unique profile and outstanding combination of competences, as an industrial designer for the automotive industry (where she authored some of the most innovative car designs of recent times); as a technologist with a keen interest in the collaborative aspects of computational design in particular; and as a corporate manager for a major international provider of IT solutions for design and manufacturing, in which role Anne has distinguished herself for her dedication to design advocacy and outreach.

We live in times of drastic, and possibly epoch-making technical and cultural change, and the ideologies we inherited from industrial modernity are patently inadequate to tackling today's challenges-which are for the most part the legacy of unsustainable and exploitative socio-technical models. Only a new alliance of design and technology may deliver a new mode of production aimed at social justice, planetary equality, and environmental responsibility. The WDO is uniquely positioned to advocate for the crucial role of design in today's multipolar world, and Anne Asensio has already largely proven that she has the energy, talents, and vision needed to lead and inspire the design professions in a global perspective. I endorse her candidacy with great enthusiasm.

Sincerely,

A handwritten signature in black ink that reads 'Mario Carpo'.

Mario Carpo

Dr Arch (Italy), PhD (History, European University Institute), HDR (Art History, France)
Reyner Banham Professor of Architectural History and Theory
The Bartlett School of Architecture, University College London
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Montréal, September 25th, 2023

World Design Organization
455 St-Antoine Street West, Suite SS10
Montréal, QC, Canada H2Z 1J1

Support to Anne Asensio as President-Elect of the World Design Organization

To the WDO members,

I am writing to express my wholehearted endorsement of Anne Asensio's candidacy as President-Elect of the World Design Organization. In a world undergoing rapid change, design's role in shaping a better future has never been more critical, and Anne Asensio is exceptionally well-equipped to lead in this capacity.

Anna and I share a commitment to art and design's transformative power. As a Professor of Interactive Media at the University of Quebec in Montreal (UQAM), my work explores the convergence of digital creativity and artificial intelligence. Through our interactions, I have come to admire Anna's remarkable understanding of design's significance in our ever-evolving world.

Anna boasts an impressive track record in the design field. Her extensive experience as a design leader spans various industries, including digital, computation, virtual design, sustainability, and more. She has been an influential figure in global design organizations, multinational companies, schools, and research labs. Her expertise is not confined to a single domain but encompasses the entire spectrum of design. What sets Anna apart is her commitment to human-centered, inclusive, and data-driven design strategies. Her leadership as President-Elect of WDO would undoubtedly have a positive global impact on design and society at large.

Anne Asensio is a globally recognized designer with the unique ability to connect with design communities worldwide, fostering inclusivity and cultural diversity. Her advocacy for design among business leaders and decision-makers aligns their interests with the Association's vision. Her inclusive approach promotes collaboration among key stakeholders in transitioning ecosystems, strengthening the Organization's role in shaping the future of design.

I am confident that Anne Asensio possesses the qualities and vision needed to excel as the President of the World Design Organization. Her leadership will empower the Organization to continue its mission of design for a better world with even greater resonance and effectiveness. By supporting Anne Asensio's candidacy, we have an opportunity to drive a more inclusive, innovative, and impactful future for design. Her presidency will help the World Design Organization realize its mission on a global scale.

Sincerely,



Sofian Audry, PhD
Professor, School of media, University of Quebec in Montreal
Co-Director, Hexagram Network for Research-Creation in Art, Culture, and Technology
audry.sofian@uqam.ca



UMEÅ INSTITUTE OF DESIGN

UMEÅ UNIVERSITY

To all the WDO members,

I am writing to express my unwavering support for Anne Asensio's candidacy for the presidency of the World Design Organization (WDO). I have had the privilege of collaborating with Anne for over two decades, and her contributions to design education, as well as her visionary work in shaping the future of industrial design as both a profession and a core research field, have been instrumental in the successful development of our institution.

Anne Asensio possesses the integrity and an extensive wealth of experience that are vital attributes for such leadership role. I am confident that she embodies all the necessary qualities required to effectively guide the WDO's board through the critical processes faced by the organization.

Should you require any further information or have inquiries regarding my experience collaborating with Anne, please do not hesitate to reach out. Anne Asensio is undoubtedly an exceptional candidate for the presidency of the WDO, and I wholeheartedly endorse her candidacy.

Sincerely,

A handwritten signature in black ink that reads 'Demian Horst'.

Demian Horst
Head of Institute

Paris, 5 octobre 2023

Objet : Lettre de Soutien Anne Asensio, WDO

Anne Asensio a toutes les qualités qui correspondent à la présidence de la World Organisation du Design. J'ai eu la chance d'écrire avec Anne Asensio des articles qui témoignent de son engagement profond à penser et faire du design visant l'amélioration des conditions de vie pour chaque humain et vivant. Résolument humaniste et dans la perspective du « prendre soin », Anne Asensio rêve d'un monde meilleur, plus équitable, plus respectueux, plus créatif, tenant compte de l'importance des sens humains et du sens projeté sur les formes désignées. Inscrite dans des collectifs divers, elle navigue aussi bien dans les arts, que dans la philosophie, que dans les sciences et l'ingénierie. Elle a une capacité d'écoute et de compréhension rare faisant qu'elle a pu développer une perception avant-gardiste du futur, toujours alerte aux signaux du monde en train de se vivre.

Critique dans sa démarche, elle pense le design industriel dans ce qui lui reste encore à accomplir et qui doit être ancré dans un usage au service des collectifs humains et autre qu'humain. Consciente des enjeux de notre époque, son expérience multiculturelle lui permettra de porter le design industriel dans une éthique et une inclusivité certaine. Son savoir-faire, son savoir-être, son savoir réflexif sont fédérateurs et le regard que pose Anne Asensio sur le monde et sur autrui n'est jamais inscrit dans une verticalité surplombante. Designer de terrain, elle met ses compétences au service d'une visée plus grande qu'elle, l'amélioration du monde, telle qu'elle l'imagine, avec les autres et dans des contextes situés.

Anne Asensio par la position qu'elle occupe au sein d'une des plus grandes industries technologiques, connaît non seulement le fonctionnement de l'industrie et ses enjeux, mais pense l'industrie dans sa visée politique et sociale. Elle peut porter une voix au sein des organisations industrielles de telle sorte à ce que le Design puisse acquérir la place à laquelle il devrait être : celle de pouvoir régénérer les idées et les services, la fonction et l'imaginaire de l'industrie dont les enjeux n'ont jamais été aussi fort qu'à notre époque.

Je soutiens largement sa candidature pour la présidence de la WDO, car je sais tout le bénéfice opérationnel et discursif qu'elle peut apporter dans le monde du Design Industriel.

Cordialement,

E. A.


Edwige Armand
Maitre de Conférences en Art Numérique
Présidente de Passerelle Art-Science-Technologie
Membre de la Transversale des Réseaux Arts Sciences





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To the Esteemed Members of the World Design Organization,

It is my distinct privilege to write to you today in support of a highly distinguished candidate, Anne Asensio, who seeks to serve as the president-elect of the World Design Organization (WDO).

As a Professor of Integral Design I have had the opportunity to collaborate with Anne Asensio on the subject of transdisciplinary design that respond to evolving societal needs and the shifting global landscape. Her insights and expertise in navigating the intricate intersection of design and the rapidly changing global context have enriched our collaborative endeavours immensely. Our collective experience with Anne has revealed a professional of utmost dedication, unwavering passion, and a visionary perspective on the role of design in today's world.

Anne's remarkable journey and contributions to the World Design Organization over the past four years have undoubtedly made a substantial impact. Her extensive professional experience as a design leader in various industries, coupled with her expertise in circular design, sustainability, digital design, and collaborative methodologies, make her an exceptional candidate for the role of president-elect.

Anne Asensio's vision for the future of WDO, characterized by the pillars of "Design for Humanity," "Design for Human-Centered Technology," and "Behavioural Design for the Planet," resonates deeply with the evolving landscape of design and its potential to address pressing global challenges. Her commitment to driving positive societal change, combined with a keen focus on sustainable industry and innovation integration, exemplifies the calibre of leadership that WDO requires.

Anne's vision is anchored in a belief that design can be a driving force in shaping a better world for all. Her mandate revolves around fostering social justice, redefining our relationship with technology, and championing a sustainable circular economy. These ideals are not only timely but essential in our world today.

With Anne Asensio at the helm, I have full confidence that the World Design Organization will thrive and continue to be a catalyst for positive change on a global scale. Her passion, expertise, and unwavering commitment to the field of design make her the ideal candidate to lead WDO into a promising future.

I am grateful for the opportunity to express my unwavering support for Anne Asensio's candidacy. Her election as president-elect would undoubtedly mark a new era of innovation and positive impact within WDO. I encourage each of you to consider Anne's vision and dedication as you cast your votes in the upcoming election.

Thank you for your time and consideration.

Professor Tuba Kocaturk
Deputy Head of School of Architecture & Built Environment
Director, MInD Lab
Deakin University
Australia