



**Dear WDO members,**

We are collectively greatly honored to recommend **Mr. Christian Guellerin as Board member candidate for the next executive Board elections in Tokyo. (2023-25 term).**

Christian Guellerin has solid experience in design education on an international level having been President of Cumulus, the largest association of universities and schools of art and media design.

Director of the Nantes Atlantique School of Design, he has also created establishments in China, India, Brazil, Canada, and more recently in Benin, where design training issues are preeminent in socio-economic developments. He defends an approach to design focused on innovation - a strategic and management discipline - an approach perfectly in line with WDO's positioning.

He is particularly sensitive to the professionalization of design studies and the careers of designers who must ultimately join strategic positions to develop structures in a context of Social Responsibility and the evolution of Human-Machine relations.

We support Christian Guellerin, because we think like him, that the important thing is not to imagine the world but to build it, and that he can be its architect within WDO.

## Position of Board Member 2023-25

**Christian Guellerin** has been the executive Director of L'École de design Nantes Atlantique for 20 years, a higher education institution associated with Nantes University.

He chaired the Cumulus network - the most important international association of design education (350 members) - from 2007 to 2010 and then from 2010 to 2013.

He is now Honorary President of Cumulus and council of the Presidency.

He has a solid experience in the development and promotion of design education. He has created several institutions that he manages in China (in partnership with the Central Academy of Arts), India, Brazil and Canada. He is the Founding President of Africa Design School created in 2019 in Benin (Africa). He is a member of the scientific committee of DIID (Disegno Industriale Industrial Design).

He participates in numerous conferences with academic and professional audiences. Tedx lecturer, he has published numerous articles on strategic design and the development of design education in French and international magazines.

He has been campaigning for 20 years for the recognition of strategic design for organizations and for the promotion of the careers of designers with a view to occupying top-strategic positions.

We are really counting on your positive voting intentions. Should you need further credentials / information please feel free to contact us prior to the World Design Assembly.

Looking forward to meeting you in Tokyo,

Warmest regards,

**APCI** 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



Mr. Vincent CREANCE,  
Director

# 2023-2025 WDO BOARD NOMINEE

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The entrepreneurial mindset of the designer is a central concern of training institutions. An idea is worth nothing, even the most desirable one, if it is not tested by the markets and/or society in general. It is not a question of turning all designers into company managers, as the latter have specific skills that not all possess. But it is about multiplying interactions, sharing with companies, and in particular start-ups, whose model of creation, agile decision making, and simple hierarchical structures make projections to strategic and project management levels possible.

**Christian Guellerin**

[L'École de design Nantes Atlantique](#)  
Executive Director



The emergence of a societal conscience and the new human-machine relationship are the two major issues that now guide all design school pedagogy. Each project, each creation, each scenario will be borrowed from these two themes which constitute the link and the node of all the others – they force us to give a meaning to a desirable tomorrow.

Applied to the economic world, as Elsbeth Gerner Nielsen puts it, “The companies of the 19th and 20th centuries asked themselves the question of what is technologically possible and economically profitable, those of the 21st ask themselves the question of what makes sense.”

## PROFESSIONAL EXPERIENCE

Christian Guellerin is the director of L'École de design Nantes Atlantique – France. He is graduated from IUA – University of San Francisco (MBA). After working for 2 years in New York for a financial company, he took over the management of a business school in Nantes (France).

He taught Finance and Management at the University of Paris VIII and IX Dauphine. He took over the management of L'École de design Nantes Atlantique in 1998. He was President of Cumulus from 2007 to 2013. He is now Honorary President.

He chairs “Design for creative innovation” in Shanghai and Africa Design School in Cotonou (Benin). He has carried out numerous expert missions to the European Union. He is a lecturer, Tedx lecturer and writes numerous articles on design as a strategic discipline for innovation in French and foreign journals. He is a member of the Scientific Committee of DIID. He is the President of MK10 a company of investment in technology.

## PRESENT OCCUPATION

L'École de design brings together 1,800 students with some branches in France, China, India, Brazil, Canada and Benin. It is focused on innovation project management. It works with 90 companies per year on the uses of tomorrow and their development strategies.

It has 5 designLabs: Food design, Care, Digital, City, Media. L'École de design delivers Bachelor, Licenses and Masters recognized by the State. It is associated with Nantes University (70000 students) and benefits from the support of Europe, the French State, the Region, the Municipality of Nantes and the Chamber of Commerce.

The philosophy is clear : professionalisation and employment for the graduates who objectives must be the top-strategic position.

[Click to see Christian's video.](#)

Access [Christian's LinkedIn Profile](#)

Twitter : [@guellerin](#)