

A Consequential Election

2020 marks the centennial anniversary of the Suffrage Movement which brought women the right to vote in America. I was pleased to help promote this historic milestone with Cumulus designer Karen Davison for a national campaign that resonated throughout the election as part of the AIGA's "Get Out the Vote" initiative.

As the first Cumulus President based in the US and one raised as a global citizen originally from Argentina, I must confess that I am imbued with a new sense of hope about our ability to once again celebrate diversity, internationalism and plurality – all values we hold dear as a Cumulus family. As it now has come to pass, Americans voted in record numbers for a fresh start. The majority of the popular vote and the electoral college win going to President Elect Joe Biden and Kamala Harris, the first Black and South Asian Vice President Elect, and the first woman to break the glass ceiling to soon hold this office in the US government.

For so many of us in the higher education, design and arts communities, both in the US and around the world, this was an election that perhaps was less about the cyclical transfer of power from one party to another, but more about clearly ending a particularly turbulent period of political leadership that has fueled a profound divisiveness about topics that concern us as interconnected human beings globally from issues such as climate change to racial inequality. No matter where one might be in terms of our own individual political allegiances, and as a recent article about the activism of artists in The Guardian summarized it, the change of guard ahead is for many a triumph of "decency over dysfunction, fact over fiction, truth over lies and empathy over cruelty." That said, the election also reveals what a large gulf remains between disparate worldviews. As I think of my own leadership within the Cumulus family, I trust this period ahead can bring us a sense of renewed hope about a new openness to work together for healing, collaboration and compassion as we strive for new dialogue and understanding across our common values and our differences.

Here's to what we can accomplish together as a Cumulus family and to the promise of it for us all.

Mariana

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Poster design by Karen Davison and Mariana Amatullo.

Invited Commission for AIGA's 2020 "Get Out the Vote: Empowering the Women's Vote" campaign and exhibition project