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Re: METU Endorses Eray Sertaç Ersayın

11.10.2023

Dear Members of the World Design Organisation,

I am writing to declare that as the Middle East Technical University (METU) Department of Industrial Design, we confidently endorse our graduate Eray Sertaç Ersayın for the World Design Organisation President-Elect position 2023-2025. Since his graduation in 1988, Eray Sertaç Ersayın has been one of Turkey's most influential actors in promoting industrial design.

As the oldest member of ICSID/WDO in Turkey since 1981, METU is a leading provider of undergraduate industrial design education and a pioneer in its field. METU Department of Industrial Design attracts students with the most competitive profile in Turkey. Having hosted prestigious international and national conferences and events, our department took an active role in raising awareness about the profession and education of Industrial Design in Turkey.

Sertaç Ersayın's dedication to industrial design is evident in his impressive work and contributions to various design-related projects. His extensive experience in the design industry, combined with his strong leadership skills, make him an ideal candidate for the president-elect position of the World Design Organisation.

Sertaç Ersayın served as the president of ETMK (Industrial Designers Society of Turkey) which is the most well-known organisation about industrial design in Turkey. He has been in leading positions since ETMK played a significant role in establishing the Design Turkey Industrial Design Awards and the educational program accreditation scheme (ENTAK) and forming a young designers group. As ETMK placed sustainability as its primary goal in its vision statement, we witnessed his pioneer role in promoting industrial design as a strategic approach for economic growth, responsible production and consumption and, human welfare.

Moreover, Sertaç Ersayın is deeply committed to the principles and values of the World Design Organisation. He understands the importance of sustainable design, inclusivity, and diversity in shaping the future of design. He has actively worked to promote these principles throughout his career.

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Sertaç Ersayın possesses the qualities of a true visionary in the field of design. His innovative ideas and forward-thinking approach will undoubtedly contribute to the growth and development of the World Design Organisation. We do not doubt that, if elected, Sertaç will work tirelessly to advance the organization's mission and promote design as a powerful tool for positive change. We strongly believe that Eray Sertaç Ersayın will make valuable contributions to WDO and can perform perfectly as president-elect.

Yours sincerely



Prof. Dr. Gülay Hasdoğan
Head of the Department of Industrial Design