

T.C.  
İSTANBUL MEDİPOL ÜNİVERSİTESİ  
.....SCHOOL OF FINE ARTS DESIGN AND ARCHITECTURE.....  
DEPARTMENT OF INDUSTRIAL DESIGN

We are writing this letter to extend our support and endorsement to Mr. Eray Sertaç Ersayın for the World Design Organization president-elect position. Istanbul Medipol University's Industrial Design Department was established in 2015. Despite its relatively short historical background, the department has achieved remarkable progress in design education that is best illustrated by its students' accomplishments in national and international design competitions, as well as the alumni's acceptance by globally known companies and graduate schools. Such a progress involves critical challenges for a recently established department.

Mr. Ersayın has been a key figure to overcome these challenges as a visionary figure at the crossroads of business, industry and design education in Turkey. His role as the president of Industrial Designers' Society of Turkey (ETMK) for example, serves as an efficient networking, promotion and cooperation opportunity for not only our fresh graduates, but also for all design students and young designers across Turkey. His role at the WDO, in addition, generates a unique position where such functions reach a more comprehensive and international level.

Furthermore, Mr. Ersayın has been teaching "Project Management" course in our department for 4 years. Hence, his executive, visionary and facilitator roles are consolidated with his lecturing and teaching skills providing students with sophisticated design insight and sustainability vision.

As a tirelessly passionate designer and promoter, we confidently believe that Mr. Ersayın will act as an excellent president-elect of the WDO.

Yours Sincerely,



Asst. Prof. Fahrettin Ersin Alaca  
Vice Dean of the School of Arts Design and Architecture