

OPINION

By Associate Professor Dimitar Ivanov Dobrevski, PhD, NAA, Department of Industrial Design, in the Professional Field 8.2 Fine Arts, Industrial Design

Associate Professor of Design Methodology and Theory of Composition and Forming, with dissertations 'Design for the Disabled', 'Composition of an Image', and a doctoral thesis 'Update of Object, Content and Boundaries in Design'. The last published monography is: 'Cosmogonic Archetypes as a Basis for Building Ornamental and Modular Compositional Structures among the Ancient Bulgarians'.

The competition for awarding the academic position of Associate Professor is announced by the New Bulgarian University, Bachelor's Programs, 'Department of Design', in the professional field 8. Arts, 8.2 Fine Arts (Interior Design), SG issue 22/18.03.2022, with only one candidate - Assistant Professor Ivo Nikolaev Popov.

Assessment of compliance and information about the competition: This opinion is prepared on the basis of documents submitted for the competition for the academic position of 'Associate Professor', in the professional field 8.2 Fine Arts (Interior Design), announced by the New Bulgarian University, SG issue 22/18.03.2022 and pursuant to order 3-PK-217/20.04.2022 by the Rector of NBU for the appointment of Selection Committee. Reviewers are selected at the first meeting of the Committee. The competition is announced and carried out under the strict Regulations and Standards concerning the procedures for awarding academic degrees and academic positions at the New Bulgarian University. The minimum national requirements and the requirements of the New Bulgarian University are met.

Asst. Prof. Ivo Nikolaev Popov is the only candidate in the announced competition for awarding an academic position of 'Associate Professor' in the professional field 8. Arts, 8.2 Fine Arts (Interior Design).

All necessary documents for participation in the competition are submitted in compliance with the National Requirements and the Regulations and Standards concerning the procedures for awarding academic degrees and academic positions at the New Bulgarian University. By looking at his professional career so far, Ivo Popov proves himself to be a talented and creative author, designer and

planner with his professional author's language. In writing this Opinion, I benefit from the fact that I taught Ivo Popov at NSFA in AA and I know in detail his development as a professional designer over the years.

Brief data of the candidate: The candidate Assistant Professor Ivo Popov, PhD is a creative designer and a lecturer in Design in the Department of Industrial Design, New Bulgarian University with creative and teaching career of many years (2 years in the Art High School; 4 years as a lecturer and then 9 years as a full-time lecturer in NBU; Graduates from the National Academy of Arts, Sofia, Master's degree, 'Spatial layout' (1991) and defends his Doctoral Thesis at NBU, 16.02.2016, 'Universal Modular Constructions in Modern Exhibition Design', supervised by Associate Professor Boris Serginov, PhD. He has extensive experience in the design and implementation of exposition, spatial, advertisement and graphic design. He designs a number of design products for various contracting authorities and competitions. He participates in many exhibitions, contests and forums, and wins many awards. He publishes materials in the field of spatial design. He is a member of the UBA, Spatial Design and the Chamber of Bulgarian Designers.

The dissertation of Asst. Prof. Ivo Popov, PhD is 'CORPORATE DESIGN OF 'LABYRINTH' TRADE CENTER AND SHOWROOM, Sofia'. The design and implementation of the corporate design of the 'LABYRINTH' trade center and showroom will remain in the history of design in Bulgaria as one of the first and largest of its kind for the period up to 2007. It will also remain as an example of how a designer, a professional in his field of work, manages to cope alone with such diverse spheres of corporate design, an activity that is usually carried out by large teams - architects, graphic designers, exposition designers, interior designers, outdoor advertising designers, brand designers, designers of commercial furniture, artistic lighting specialists, author supervision, etc. The photo material, included in the dissertation, clearly and in detail shows the exceptional scale of the author's work and inspire respect in the achieved creative results.

CONTRIBUTION

- For the first time in Bulgaria, and perhaps on a global scale, a complete corporate design of such a site is made by a single designer. Similar projects

are designed by large group of authors of hard-line specialists - architects, graphic designers, exposition designers, interior designers, outdoor advertisement designers, brand designers, designers of commercial furniture, artistic lighting specialists, author supervision, etc.;

- For the first time in Bulgaria, such a large scale complete corporate design is made;
- For the first time in Bulgaria, a complete corporate design is made in such a short time;
- Conclusions are drawn on shared experience and practical application of corporate design and every designer can make use of them in his/her professional development;
- Contribution to the establishment of corporate design in Bulgaria, that receives the recognition of the Bulgarian experts in the industry;
- From a didactic point of view, the research topic has a contribution to the students' education in the Expository Design and Creative Industries, Interior design, Spatial design, as well as in the fields close to advertising design.

SCIENTIFIC PUBLICATIONS

- Popov, Ivo (2018), 'The Place of Expository Design in the Contemporary Museum'. A compilation of reports of the Second Round Table 'Rediscovering Legacies', organized together with the Regional Center for the Protection of Intangible Cultural Heritage - UNESCO, Sofia, and is dedicated to the International Year of Cultural Heritage and bears the mark of an event of the year's program. (In print)
- Popov, Ivo (2018), 'Innovative Exhibition Systems in the Modern Exposition Design - Part II', a compilation of reports from the scientific conference 'Creative Practices and Sustainable Design' 30.01.2018, NBU. (In print)
- Popov, Ivo (2016), 'Innovative Exhibition Systems in the Modern Expository Design - Part I', a compilation of reports from the scientific conference 'Creative Practices and Sustainable Design' 03.05.2016, NBU publishing house. (In print)

- Popov, Ivo (2015), 'Modern Trends in Expository Design of the Museums', an article in a collection of scientific texts, a magazine for folkloristic, ethnological and anthropological studies 'Bulgarian Folklore'. Institute of Ethnology and Folklore with the Ethnographic Museum - Bulgarian Academy of Sciences (BAS). Book 3, pp. 295-311, 2016, ISSN 0323-9861
- Popov, Ivo (2015), 'Stages in Designing the Spatial Design of Museums'. Compilation of reports under project NoBG051PO001-3.3.06.-0060, Vol. 2, NBU, pp.202-242.
- Popov, Ivo (2012), 'Universal Modular Structures in Contemporary Interior', compilation of reports from the scientific conference 'Creative Practices and Sustainable Design', NBU. Published in Department of Design and Architecture, compilation of reports ", ISBN 978-954-535-791-6, pp.321-327.

All publications of Ivo Popov, PhD have been reviewed in accordance with the requirements.

PARTICIPATION IN NATIONAL SCIENTIFIC CONFERENCES

- First National Round Table 'Expository Design and Creative Industries', organized by the Department of Design and the Department of Anthropology, NBU, and financed by the CFSR, NBU, 29/02/2020.
- Second round table 'Rediscovering Legacies', organized jointly with The Regional Center for Protection of Intangible Cultural Heritage -UNESCO, Sofia, and is dedicated to the International Year of Culture Heritage and bears the mark of a program event of the year, 06/04/2018.
- Scientific conference 'Creative Practices and Sustainable Design - Part II', 30.01.2018, NBU.
- Scientific conference 'Creative Practices and Sustainable Design - Part I' 03.05.2016, NBU.

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9. Capital, Furniture and interior goods chains: IKEA generates one fifth of total revenues in 2016 https://www.capital.bg/specialni_izdaniia/regal/2017/09/29/3073898_verigi_za_mebeli_i_interiorni_stoki_ikea_generira_edna/, visited on 15.10.2019.
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14. 'Motion Arts" Ltd., METROREKLAMA,
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17. Postadjian, K., 'TECHNIQUES FOR BUILDING A USER ENGAGEMENT IN ADVERTISING', NBU, 2018, p. 20.

18. Prof. Georgi Petrov, <http://www.nha-ad.eu/?cid=11&profId=1>, visited on 15.08.2019.
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<https://bgart.bg/2013/09/%D0%BF%D0%B5%D1%82%D1%8A%D1%80-%D1%87%D1%83%D1%85%D0%BE%D0%B2%D1%81%D0%BA%D0%B8/>, visited on 08/15/2019.
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Description of Artistic and Creative Activities: Asst. Prof. Ivo Popov, PhD participates in the announced competition for 'Associate Professor' with additional materials:

PARTICIPATION IN NATIONAL SCIENTIFIC, EDUCATIONAL OR ARTISTIC PROJECT

- Participation in the project 'Rediscovering Heritage' - round table, exhibition and fashion exhibition: June 5 - June 19, 2018, Sofia (under the International Year of Cultural Heritage - EU), financed by CFSR, NBU.
- Participation in project 'Days of May of Design 2019', supervised by Prof. Boris Serginov, PhD, funded by the CFSR.
- Participation in project 'Days of May of Design 2018', supervised by Prof. Boris Serginov, PhD, funded by the CFSR.
- Participation in project 'Days of May of Design 2017', supervised by Prof. Boris Serginov, PhD, funded by the CFSR.
- Participation in project 'Days of May of Design 2016', supervised by Prof. Boris Serginov, PhD, funded by the CFSR.

- Participation in project 'Days of May of Design 2015', supervised by Prof. Boris Serginov, PhD funded by the CFSR.
- Participation in project 'BG051PO001-3.3.06/0060 'Expansion of skills and the qualification of doctoral students, postdoctoral students and young scientists in interdisciplinary fields (visual anthropology and public communications) with the aim of creating sustainable connections between education, professional training and business', financed under the Operational Program 'Human Resources Development', co-financed by the European Social Fund of The European Union, 2015.

PARTICIPATION IN INTERNATIONAL SCIENTIFIC, EDUCATIONAL, ARTISTIC, AND CREATIVE PROJECT

- Project Manager 'Days of Silk, Soufli', 30.06-02.07.2017, Soufli, Greece, funded by the CFSR. Organizers NBU, Association of Friends of Silk, Muhtaridis Silk Factory

PARTICIPATION IN EXHIBITIONS

- Solo photo exhibition 'Panagiriya' in Brodilovo - the living traditions of Strandja', Community Center – 'Ekzarch Antim I - 1928', 06.08. – 20.09.2020, the village of Brodilovo, Tsarevo.
- Participation of lecturers and students from the Department of Design in an exhibition 'Alternatives', Exhibition Hall of Music Center 'Boris Hristov', 43 'Tsar Samuil' Str., 24/09/2020, Sofia.
- Participation with two posters in an exhibition 'Presentation of Contemporary Art and Design by NBU in Barcelona – 2019', NBU, building 1, corridor space of 2 floor.
- Participation of lecturers and students from the Department of Design in an exhibition 'Intersections', Exhibition Hall of Music Center 'Boris Hristov', 'Tsar Samuil' 43, 16.01.2020, Sofia.
- Participation with a poster in the exhibition 'LOVE IS ...' 2020, Art Center STEPPENWOLF, 150 'Vasil Levski' Blvd., floor 6, Sofia.
- Participation in an exhibition of students and lecturers, young authors from the Department of Fine Arts at the New Bulgarian University 'The Threads Between Us'. NBU Museum, lobby of

building 1 and floor 2 of building 1, NBU. Participation with 1 board, 100x100 cm with completed graphic and exposition design projects, 28.03.2019.

- Participation with an art installation 'Under the Spotlight' in the exhibition 'Adding Elements to Objects – 2019', Art Center STEPPENWOLF, 150 'Vasil Levski' Blvd., 6 floor, Sofia. 18.12.2019.
- Participation with an artistic photography in the exhibition 'Light and Time 2019', 7–14 January 2019, Art Alley Gallery, 51A W. Gladstone St., Sofia.
- Participation in the exhibition 'DADA Objectivity in Design 2018 – 'Dada is not Dead', an exhibition and interdepartmental seminar of students and lecturers. Part of 'Days of May of Artistic Design at NBU', 16.11.2018 - 16.01.2019, Dada Cultural Bar, 10 Georgi Benkovski St., Sofia.
- Participation with a poster in the exhibition 'LOVE IS ...' 2019, Art Center STEPPENWOLF, 150 'Vasil Levski' Blvd., floor 6.
- Participation in the exhibition 'Rediscovering Heritage', San Stefano Gallery, Sofia, June 5-19, 2018. The event is organized with the financial support of CFSR, NBU and the Regional Center for the Protection of Intangible Cultural Heritage under the auspices of UNESCO - Sofia, 2018.
- Participation in the exhibition 'Rediscovering Heritage', ROME Ruse, June 21 - August 30, 2018.
- Participation in the General National Exhibition 'Bulgarian Design 2017', Union of Bulgarian Artists, Advertising Design, section 6, Shipka St., 10.05. – 25.05.2017.
- Participation in the exhibition 'Light and Time', 24.01- 04.02.2018, Art Alley Gallery, 51A W. Gladstone St., Sofia.
- Participation in the exhibition 'Love is 2018', fourth edition, Art Center STEPPENWOLF, Sofia.
- Participation in the exhibition 'DADA Objectivity in Design 2018 – 'Dada is not dead' exhibition and inter-departmental seminar of students and lecturers. Part of the 'Days of May of Artistic Design

at NBU', 02.05- 30.02.2018, Dada Cultural Bar, 10 'Georgi Benkovski' St., Sofia.

- Participation in the exhibition 'DADA Objectivity in Design 2017 – 'Dada is not Dead' exhibition and interdepartmental seminar of students and lecturers, 27.03-27.04.2017, Dada Cultural Bar, 10 Georgi Benkovski St., Sofia.
- Interdepartmental Exhibition and Literary Reading, Interdepartmental seminar 'Remixes – 2', 15-30.12.2017, Art Center STEPPENWOLF.
- Participation in the exhibition 'Love is...' - third edition, 14.02-14.03.2017, Art Center STEPPENWOLF.
- Light Art Installation in Arthostal Barcelona, 19.03 - 21.03.2017, Arthostal Barcelona.
- Participation in the exhibition 'Light and Time', 06.01- 26.01.2017, Art Alley Gallery, 51A W. Gladstone St., Sofia.
- Participation in the exhibition 'Adding elements of objects' and Literary Reading, 22.12.2015 - 01/04/2016, Art Center STEPPENWOLF.
- Participation in a spring exhibition of lecturers and doctoral students, Department of Design, 15.04 - 22.04.2016, Art Alley Gallery, Sofia.
- Participation in the exhibition 'DADA Objectivity in Design 2015 – 'Dada is not Dead' exhibition and interdepartmental seminar of students and lecturers, 15.05-15.06.2015, Dada Cultural Bar, 10 Georgi Benkovski St., Sofia.
- Participation in the exhibition 'Light and Time', 25.01-30.01.2015, Art Alley Gallery, 51A W. Gladstone St., Sofia.
- Participation in the exhibition 'DADA Objectivity in Design 2015 – 'Dada is not Dead' exhibition and interdepartmental seminar of students and lecturers, 30.11-15.12.2015, Dada Cultural Bar, 10 Georgi Benkovski St., Sofia.
- Participation in the exhibition 'Light and Time. Eco Objectivity in Design', Art Alley Gallery, Sofia (deposited in NEA, NBU) January 10, 2014.

- Participation in the exhibition 'Dada Objectivity in Design 2', 'Dada is not Dead', Dada Cultural Bar, Sofia (deposited in NEA, NBU), March 5 - March 30, 2014.
- Participation in an interdepartment seminar, reading and exhibition 'CLOSER TO PEOPLE, CLOSER TO LIFE', Departments of New Bulgarian Studies, and Design, Art Center Gallery STEPPENWOLF, December 17, 2014.

The results of participation in research and creative projects and application of the obtained results in the practice of Dr. Ivo Popov are respectful and impressive with their volume and breadth: 37 projects for EXPOSITIONAL DESIGN FOR EXHIBITIONS AND FAIRS; 3 projects for EXPOSITIONAL DESIGN OF MUSEUMS AND GALLERIES; 17 projects for INTERIOR DESIGN OF COMMERCIAL AREAS; 13 INTERIOR DESIGN projects; 9 OUTDOOR ADVERTISING projects; 22 won competitions for CORPORATE IDENTITY/ RADEMARK - LOGO, TRADEMARKS, COMPANY STYLE; dozens of designed trademarks and complete corporate design; dozens of poster designs, labels, leaflets, etc. graphic solutions of printed materials and WEB pages.

Reference to the fulfillment of the minimum performance measurable scientific requirements of Asst. Prof. Ivo Popov, PhD shows a total number of points of 1285 (many of the indicators are exceeded multiple times), which fully meets the requirements for obtaining the position of 'Associate Professor'.

Artistic and Creative Contributions:

Ivo Popov has managed to build his own creative 'physiognomy' and style, it is recognizable, with a clean and modern-sounding design and a respectable in terms of its volume and qualities 'creative production'.

Educational and Teaching Activity:

Asst. Prof. Ivo Popov, PhD actively works with students and he even has excessive workload as a lecturer. He actively works with the Electronic Training Module III "MOODLE –HBY".

It is therefore quite understandable that he receives a very high rating from the student surveys (4.90).

He is actively involved in public and administrative activities.

- ID Head of Department and Program Consultant;
- Member and co-founder of the Chamber of Designers in Bulgaria;
- Member of the Union of Bulgarian Artists – Spatial Design Section, since 1991;
- Member of the Governance Structure and Management Board of the Spatial Design Section of the Union of Bulgarian Artists, 1996 – 1999.

Conclusion: I believe that the artistic, creative, scientific and practical contributions of Asst. Prof. Ivo Nikolaev Popov, PhD, his teaching practice and his academic engagement in all activities in NBU present him as a responsible lecturer and active creator, deserving to obtain the position of ‘Associate Professor’ at New Bulgarian University. In accordance with everything stated so far, I give my positive assessment and recommend to the esteemed Scientific Jury to choose Asst. Prof. Ivo Nikolaev Popov, PhD for the position of ‘Associate Professor’ in the field of higher education 8. Arts, Professional direction 8.2. Fine Arts (Interior Design).

Member of the Scientific Jury: Associate Professor Dimitar Dobrevski, PhD
July 8, 2022 /...../
Sofia

