

OPINION

by Assoc. Prof. Christina Georgieva Savova, Ph.D.

Full-time lecturer and Head of the Department of Design, New Bulgarian University,
8.2 Fine Arts

of the materials submitted for participation in a competition for the academic position
"Associate Professor" of the New Bulgarian University, Sofia
in the field of higher education 8. Arts
professional field 8.2 Fine arts (Interior Design)

The "Associate Professor" competition was announced in the State Gazette, **SG 22/18.03.2022** for the needs of the Department of Design as the only candidate participating
Ch. Assistant Prof. Ivo Nikolaev Popov, Ph.D., New Bulgarian University.

I. Research (creative) activity and results

Ch. Assistant professor Ivo Popov, Ph.D. began his creative career in 1982 at the National High School for Applied Arts "St. Luka," Sofia and continued his development at the Academy of Arts, where in 1991, he graduated with a degree in "Advertising Design" (HPO).

A full-time teacher at New Bulgarian University since 2013 in the programs - BP "Interior Design" and MB "Spatial Design." He has been a teacher since 2013. He successfully defended his doctoral thesis in 2016 on the topic "Universal modular constructions in contemporary exhibition design." To date, there has been an award for "Most attractive exhibition stand" at the company stand of the company "LAZATEC," Inter Expo Center in Sofia, and over 30 competitions for corporate, advertising, exhibition, and graphic design at home and abroad, numerous participations in collections in the country and overseas.

For habilitation work, Ch. Associate Professor Ivo Popov presents a summary of creative activity, which includes an artistic creation under the title "Corporate design of a shopping center and showroom "LABIRINT," Sofia." It describes the theoretical framework and methodology of the overall process of creating a complete corporate design (graphic, advertising, exterior, exhibition, and interior) of the specified shopping center and showroom.

In addition to the significant theoretical justifications, Ivo Popov presents an original example of an exhibition and advertising design from his practice with high artistic values.

In the artistic circles, Ivo Popov is known for his design searches, in which the form is modeled in one exhibition through various constructive systems and materials, a distinctive feature of his work. It is the winner of the "Most Attractive Exhibition Stand" award related to the exhibition and advertising design. His projects for exhibition design projects have been realized both in our country and in Boston (USA), Chicago (USA), Los Angeles (USA), Toronto (Canada), Nuremberg (Germany), Milan (Italy), Sydney (Australia), Skopje (Republic of North Macedonia), Tirana (Albania).

Ch. Assistant Professor Ivo Popov presents a leading creative expression in the field of art - "Comprehensive corporate design - graphic, exhibition, interior, product and advertising of a shopping center and showroom "LABYRINT with a total area of 8000 sq. m.", Lyulin, Sofia, 15.12.2007. Numerous participations in exhibitions dedicated to various topics are presented with her. He is the author of seven publications devoted to exhibition design.

The candidate's presented research performed comprehensively covers his creative activity, awards, and honors, participation in seminars and lectures, and organizing and participating in projects. The list is presented in a neat and logical sequence.

Those presented by Ch. Assistant professor Ivo Popov, materials for the competition, as well as his research, creative and academic-learning activities meet the mandatory and specific conditions and scientometric criteria for the occupation of the academic position of "associate professor," according to the requirements of Law on the evaluation of the academic staff in the Republic of Bulgaria.

II. Teaching and learning activities

Ch. Assistant Professor Ivo Popov, Ph.D., is very active in her teaching activities, involving students in numerous projects and encouraging their participation in various creative performances and projects. He successfully participated in national projects, workshops, creative workshops, and competitions, such as the participation of students from BP "Interior Design," BP "Fashion," and MB "Spatial Design." He has been actively teaching since 1997 in the programs at NBU, and since 2013 he has been a full-time teacher.

III. Administrative and public activity

Ch. Assistant Professor Ivo Popov, Ph.D. participated in creating the specialty "Web design and graphic advertising" at NBU, which started in 2018/19 and has 117 students enrolled.

The administrative committee of the candidate goes through participation as a member of the department and updating bachelor's and master's programs at the "Design" department.

The public activity of the candidate should include his assistance and participation in promoting exhibition design in Bulgaria. His participation in exhibitions dedicated to this theme speaks for this.

IV. Personal impressions of the candidate

I can express my positive personal impressions of Ch. Assistant Professor Dr. Ivo Popov is a colleague - teacher, and designer with a highly recognizable author's handwriting. Creator and teacher with a positive attitude towards his teaching activity and students.

V. Opinions, recommendations, and notes on the activity and achievements of the candidate

I have no critical remarks about the candidate's overall performance. I recommend continuing his teaching and creative activities with the same professional spirit and inspiring enthusiasm.

CONCLUSION

In conclusion, I express my **positive opinion** about the contributions in creativity and scientific research activity of Ch. Assistant Professor Ivo Popov, Ph.D., and his teaching activities correspond to the field and professional direction of the announced competition. I recommend the esteemed members of the scientific jury to unanimously support and vote positively for the selection of **Ch. Assistant Professor Ivo Popov, Ph.D.** in the academic position of "**Associate Professor**" in professional direction **8.2. Fine art (Interior Design)**.

29.07.2022 г.

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/Assoc. Prof. Christina Savova, Ph.D./