

OPINION

by Prof. Dr. Anna Ilcheva Tsolevska

Professional field 8.2 Fine Arts

Sofia University 'St. Kliment Ohridski'

Regarding: Competition for Awarding the Academic Position of „Associate Professor” in the Professional Field 8. Arts, 8.2 Fine Arts (Interior Design), Bachelor’s Programs, **Department of Design, NBU, Sofia**, SG issue 22/18.03.2022

The candidate for the competition is: **Assist. Prof. Ivo Nikolaev Popov**

I. **Assessment of Compliance with the Minimum National Requirements and the Requirements of New Bulgarian University**

Pursuant to Order № 3-PK-217/20.04.2022 by the Rector of NBU and as a member of the selection committee, I present my **written opinion** on the candidate’s qualities and the assessment of the dissertation he participates with in the above procedure.

The only candidate in this competition is **Assist. Prof. Ivo Nikolaev Popov**.

The documents and materials submitted by Assist. Prof. Ivo Nikolaev Popov **fully comply with the minimum national requirements** and the Regulations and Standards concerning the procedures for awarding academic degrees and academic positions at the New Bulgarian University.

It is obvious by the submitted documents that the candidate has a substantial teaching, theoretical, artistic and creative practice. The assessment of the candidate is in the following directions:

II. **Research (Creative) Work and Results**

The candidate **Assist. Prof. Ivo Nikolaev Popov** presents as a dissertation the expanded resume of the work of art “**Corporate Design of Trade Center and Showroom “LABYRINTH”**”, created in the period mentioned in the submitted self-evaluation. The work represents professionally and in detail the process of

creation of total-design of trade center and showroom “LABYRINTH”, Sofia. It describes the way of design and accomplishment of a similar scale design product including basic principles and authentic solutions complying with the spatial capacity and the economic prerequisites of the time of realization. Various elements of the “corporate design” are examined in detail, the connections between those elements, the relationships, the balance and achievements of the author in overcoming the complicated space of a public interior. Solutions, which Ivo Popov gives to expositional design, textile design, advertisement design, outdoor advertisement, web design, graphic and brand design of the respective object, are shown and discussed . The author considers as his most valuable contribution, which I fully agree with and support, the fact that he has carried out by himself the whole scale project with all its components. This only proves the candidate’s high professionalism in all areas of design and the possibility to apply those qualities in his teaching practice. The author himself points out that a similar product usually is a result of the work of a group of authors, but taking into account the time period, the project is successfully realized by one person. 84 pages of attached visual material show in pictures the history of the project and its exceptionally successful realization.

Ivo Popov supports his candidacy with the following publications and creative work in the design field:

Popov, Ivo (2017) ‘Contemporary Trends in Museum Expositional Design’, an article included in a collection of scientific texts; folklore, ethnological and anthropological research journal ‘Bulgarski Folklor’. The Institute of Ethnology and Folklore with the Ethnographic Museum – Bulgarian Academy of Sciences (BAS), 3, pp. 295-311, 2016, ISSN 0323-9861.

Ivo Popov, ‘Christmas – New Year Decoration Spatial Design of Façade, Lobby and Money Lounge of Bulgarian National Bank’, BNB, Sofia, 2017.
<https://fr.foursquare.com/v/%D0%B1%D1%8A%D0%BB%D0%B3%D0%B0%D1%80%D1%81%D0%BA%D0%B0-%D0%BD%D0%B0%D1%80%D0%BE%D0%B4%D0%BD%D0%B0-%D0%B1%D0%B0%D0%BD%D0%BA%D0%B0/4d66528da282a1cd4bfc2c64>

Ivo Popov, 'Complete Corporate Design – New Logo Design (Trademark), Corporate Graphic Style, Graphic Design of Website and Advertisement Materials for 'KLIVENTO' Company, Sofia, 2017. <https://www.kliveneto.net/>

Ivo Popov, 'New Logo Design (Trademark), Complete Corporate Graphic Design, New Trading Name and Entire Brand for 'CAPTAIN PA', KOH-I-NOOR, Bulgaria, Bourgas, 2018. <http://www.hemusmark.com/>

Ivo Popov, 'Logo Design and Graphic Style of Bulgarian Television Documentary Reality 'Undercover Chef', based on a British production aired on NOVA TV, the producer is Yavor Popov, 'Supernova Media', Sofia 2016. <http://supernovamedia.bg/>

Ivo Popov, 'Expositional Design for Advertising Corporate Stand for IRISIST COMPANY', official representative of NETAFIM COMPANY, ISRAEL, at International Exhibition AGRA'2017, International Fair Plovdiv 22-26.02.2017. <https://irrisyst.eu/new/>

Ivo Popov, 'Complete Interior and Product Design of New-built Conference Hall and Prayer Hall of Cristian Church SION', Blvd. Assen Yordanov 6, Sofia, 2017. <https://www.foursquare.org/>

Ivo Popov, 'Poster Graphic Design, Invitation, DVD Cover and DVD for the Feature Film 'BARTER'. Writers: Yurii Dachev, Atanas Kiryakov; director Atanas Kiryakov, cinematography by Ivan Tonev, music by Teodosi Spasov. Cast: Phillip Avramov, Tatyana Lolova, Mihail Mutafov, Antonio Nikolov, Koyna Ruseva, Kalin Velyov, Vladimir Penev, Vasil Dimitrov, Martina Vachkova, etc. The film is realized with the support of the Bulgarian National Television and IA National Film Centre. ARS DIGITAL Studio, Sofia, 2016. <https://www.arsdigital.org/bg>

Ivo Popov, 'Poster Graphic Design, CD/DVD Cover, Advertisement Flyer of the Bulgarian Documentary Film 'Balkan Harmony – Truth or Dream'. Written and directed by Atanas Kiryakov, cinematography by Ivan Tonev and A.B.O., Dimitar Mitov, music by Teodosi Spasov, Sofia, 2016. <https://bnt.bg/bg/a/balkanska-kharmoniya-istina-ili-sn>

Ivo Popov, 'Poster Graphic Design, Invitation, DVD Cover and DVD for the Documentary Film 'DORINA'. Written and directed by Atanas Kiryakov, cinematography by Ivan Tonev, co-director of photography Dimitar Mitov

(interview London), film editing by Ognyan Ivanov, sound by Blagomir Aleksiev – Miro, Andrei Stoev, music by Veselin Ivanov – Eko, post-production and mastering by ARS DIGITAL STUDIO. The film is realized with the support of IA National Film Centre, Sofia, 202. <https://www.arsdigital.org/bg>

Ivo Popov, 'Graphic Design of the Cover of the Book by Haralan Popov 'Tortured for His Faith'. Published by 'Nov Chovek', ISBN 9789548290364, Sofia, 2013. <https://www.clc.bg/product/iztezavan-zaridi-vyarata-si-xaralan-popov-avtor-et-gospel-9789548290364>

Ivo Popov, 'Graphic Design of the Cover of the Book by Elena Kreychova 'Translation and its challenges'. Published by 'Paradigma', ISBN 9789543264148, Sofia, 2020. <https://www.book.store.bg/p280018/prevodyt-i-negovite-predizvikatelstva.html>

Ivo Popov, 'Graphic Design of the Cover of the Book by Nadezhda Stalyanova 'Speech in Contemporary Bulgarian Society', Published by 'Paradigma', ISBN:978-954-326-413-1, Sofia, 2020.

Ivo Popov, 'Participation in Exhibition 'Light and Time – 2017' with the participation of University Lecturers, Students in Department of Design, NBU, and Freelance Artists'. Participation with artistic photography, 35x50 cm. 'Art Aleya' Gallery, Str. U. Gladston 51A, Sofia, 06.01.2017. <https://news.nbu.bg/bg/events/tradicionna-izlozhba-svetlina-i-vreme-2017!13198>

Ivo Popov, 'Participation in Exhibition 'LOVE IS ... 2018' with the participation of University Lecturers, Students in Department of Design, NBU, and Freelance Artists'. Art Centre STEPPENWOLF, Blvd. Vasil Levski 150, floor 6. Participation with a poster, 70x50, Sofia, 10 – 28 February, 2018. <https://news.nbu.bg/bg/in-the-media/izlozhba-love-is-2018!24448>

Ivo Popov, 'Illuminated Art Installation with Photos from Strandzha Black Sea Region'. Part of the events commemorating the birthday of the writer Krasimir Damyanov at 'ARTHOSTAL', Barcelona. The installation is realized during the presentation of the new book of the writer Georgi Lomski 'Chastno Razglezhdane' in front of a Spanish audience and Bulgarian diaspora, Barcelona, 25.03.2017.

Ivo Popov, 'Exhibition with the participation of University Lecturers, Students 'DADA' – concreteness of design „Dada is not dead“ 2018.' Exhibition and international seminar, part of 'Days of May of Art Design'. Organizer: 'Department of Design' and 'Department of New Bulgarian Studies' with the support of 'Central Fund for Strategic Development of the Board of Trustees' with the exclusive participation of Assoc. Prof. Yordan Eftimov and Professor D. Sc. Plamen Doynov at DaDa Cultural Bar Gallery, Str. 'Georgi Benkovski' 10, Sofia. Participation with a poster, 70x50 cm., Sofia, 02.05.2018. <https://design.nbu.bg/bg/aktualno/dada-predmetnost-v-dizajna-2018-dada-is-not-dead!26679?page=2>

Ivo Popov, 'Participation in Exhibition 'LOVE IS ... 2020' of University Lecturers, Students in Department of Design, NBU, and Freelance Artists'. Art Centre STEPPENWOLF, Blvd. Vasil Levski 150, floor 6. Participation with a poster, frame 70x50, Sofia, 14.02.2020.

Ivo Popov, 'Participation in Inter-department Exhibition, literary reading and workshop 'Adding objects – 2019', Art Centre STEPPENWOLF, Blvd. Vasil Levski 150, floor 6. Organizer: 'Department of Design' and 'Department of New Bulgarian Studies', NBU. Participation with an Art installation. Sofia, 18 December, 2019. <http://www.findglocal.com/BG/Sofia/341705505969836/Steppenwolf-Gallery>

Ivo Popov, 'Participation of University Lecturers, Students, and Young Authors in Exhibition in Arts Programs at NBU 'The threads between us'. Museum at NBU, Building 1 lounge, Building 1 floor 2, NBU. Participation with one billboard, 100x100 cm., with implemented graphic and expositional design projects. Sofia, 28.03.2019. <https://news.nbu.bg/bg/events/izlozhba-dopisvane-na-obekti!40453>

Citations by other authors

Bogdanov, Miroslav (2016), „120 Years BULGARIAN ART. DESIGN “, Vol. 3, pp. 244-255., Mag 97 ltd, ISBN 978-954-92591-6-2

Deneva, M (2021). Article "Artistic -Spatial Solutions and Interactive Elements in Temporary Exposition „Path to the Table “", Magazine „Monuments, Restoration, Museums“, issue January - September 2020, ISSN 1312-3327, pp. 75

Todorova, E. (2021), „Review on New Universal Modulus Structure“, On-line magazine for textile, clothing, leather and technology. Issue 6, 2021, ISSN 2535-0447

Panayotova E., Article "Impact of Natural Environment and Natural Forms on Design", Collection of scientific papers of the departments of "Design", "Architecture" and "Fine Arts" 6/2019-2020, published by NBU, Sofia, 2021 г., ISSN 1314-7188, 151 pp.

Serginov, B. (2021), „ How should the designer behave?“, Follow. Journal for University Culture, issue, March, 2021, ISSN 2682-9681 (Online), ISSN 1311-9060 (Print)

Anev, C., Monography "Furniture Design - Factors and Aspects in Modern Development", Sofia, 2021, Architectural Publishing House, Arch & Art, ISBN 978-954-8931-55-7, 82 pp.

Ivo Popov has had a scientific and educational degree ‘Doctor’ since 2016.

Dissertation topic:

Popov, Ivo, ‘Universal Modulus Structures in Modern Exposition Design’, NBU, dissertation defence date – 16.02.2016, supervisor Prof. Dr. Boris Serginov, place of dissertation defence – NBU, vol. 225 pp.

The results of the participation in research and creative projects and the practical application of those results are obvious:

An enormous number of implemented projects of graphic and exposition designs, book layout design, artistic photography, exhibitions and participation in projects at NBU, referenced in NACID National Reference List.

III. Teaching Practice

- a. Dr. Popov has the necessary in-class and academic workload; works successfully in the Moodle Platform; shares teaching experience; provides

practical activities outside the respective university; prepares new lecture courses.

- b.** Updates the curriculum and provides a grounded **research and creativity programme**.
- c.** Takes active part in university admission campaigns - meeting prospective students, organizing art events.
- d.** Takes part in organizing social art events held at/outside NBU – conferences, workshops, exhibitions, project supervisor, seminars, etc.
- e.** Supervisor of 26 Ph.D. students who have successfully defended their theses, reviewer of 14 Bachelor and Master theses, participates in 28 selection boards in BP and MP.

IV. Administrative and Social Activity

Member of PS at the 'Department of Anthropology' and the 'Department of Art Studies and History of Culture', from 2017 up to now.

Programme consultant BP 'Interior Design', MP 'Spatial Design', MP 'On-line Publications and Websites Design', 01.10.2016 – 30.04.2017.

V. Personal Impressions of the Candidate

The research interests of Ivo Popov are in the field of graphic, exposition, advertisement, spatial, and interior design, their interaction and the immense possibilities these subjects offer because this is a field that undergoes rapid changes and is an ongoing challenge for theory and practice.

Modern design is a very sophisticated structure, loaded with undergoing dynamic and complicated processes, thus the need to research and to share the results of this research. The announcement of similar results is of great importance for the quality of design education. I applaud Ivo Popov's efforts and achievements in this direction and I believe that the results of his teaching work demonstrate the enormous potential of the methods he employs.

VI. Opinions, Recommendations and Comments on Candidate's Work and Achievements

I do not have comments or recommendations to the candidate.

I congratulate him on his comprehensive and successful work in the field of design, its application in his working and teaching practice.

In conclusion, in view of the above assets in the field of the teaching, publications, and creative work of the candidate, I give my **positive assessment** for his candidacy in the competition and I recommend **Assist. Prof. Ivo Nikolaev Popov** to be awarded the academic position of **'Associate Professor' in the Professional Field 8.2. Fine Arts**, Department of Design, NBU.

Honorable member of Scientific Jury: Prof. Dr. Anna Ilcheva Tsolovska

Signature:

Date: