

OPINION

by Prof. Monika Popova, PhD, NBU

on participation in a competition for the academic position of

“Associate Professor”,

in the professional field 8. Arts, 8.2 Fine Arts (Interior Design).

Assistant Professor Ivo Nikolaev Popov, PhD, NBU is the only candidate to participate in the competition for “Associate Professor”, announced in the State Gazette 22/18.03.2022 for the needs of the Department of Design.

I. Brief Biographical Data of the Candidate

Associate Professor Ivo Nikolaev Popov, PhD, was born on 03/01/1964. In 1991, he graduates from the Higher Institute of Fine Arts “Nikolai Pavlovich”, majoring in “Spatial Advertising Design /Artistic Spatial Design/”. In 2016, he defends his dissertation: "Universal Modular Constructions in Modern Exhibition Design", with scientific supervisor Associate Professor Boris Serginov, PhD.

Since 2016, Asst. Prof. Ivo Popov, PhD is a lecturer in Spatial Design and Graphic Design at NBU, Department of Design, BP - Interior Design, MP - Spatial Design. He is engaged in active professional and creative activity. The candidate's list of works, publications and teaching activities is long and impressive.

His professional and expert work are focused on the area of **spatial, advertising and graphic design**.

II. General Presentation of the Procedure and the Candidate (assessment of compliance with the minimal national requirements and the regulation and standards of the New Bulgarian University).

In the competition for “Associate Professor”, Asst. Prof. Ivo Popov, PhD has submitted documents in accordance with the scientometric indicators laid down in the Act on the Development of Academic Staff in the Republic of Bulgaria, the Implementing Regulations and the Regulations and Standards at NBU, as follows: the candidate for the academic position “Associate Professor”, Asst. Prof. Ivo Popov, PhD, has presented scientific and creative production and materials for

participation in the competition amounting to 1285 points with the required 570 points. They exceed the minimal national requirements and the requirements of NBU by 715 points. This gives me reason to claim that the candidate Asst. Prof. Ivo Popov, PhD meets the requirements of Art. 2(b), (2) and (3) of ADASRB and those of NBU for participation in the announced competition for the academic position of "Associate Professor".

III. General Characteristics. Research, Creative Work and Results.

Asst. Prof. Ivo Popov, PhD has an impressive creative career, an exceptional number of implemented design projects, as well as a long-standing teaching practice in education.

In the extended summary of the artistic work "Corporate Design of Shopping Center and Showroom "LABIRINT", Sofia", Asst. Prof. Ivo Popov, PhD describes the theoretical framework and methodology of the process of creating the overall corporate design (graphic, advertising, exterior, exhibition and interior) of the shopping center and showroom "LABYRINT", Sofia. It comprises of 31 pages of text, 84 pages of photographic material.

In the "Introduction", various fields of corporate design are presented - graphic and brand design, exhibition design, advertising design, web design, outdoor advertising, interior design of public spaces, clothing design, textile design, etc. Some of the author's artistic achievements are also described.

The next part, "Exhibition Design", is dedicated to a wide range of spaces and sections involved in exhibition design. It analyzes the difference in the principles of design and construction of design of residential and public interiors, and in particular the exhibition spaces as part of the public ones. The creative framework in exhibition design, which combines four main elements - space, form, color and light - is examined.

For me, the most interesting and exciting part is the "Corporate Design of the Labyrinth Shopping Center", which describes in detail the preparation and design of the corporate design of the shopping center, all stages - from trademark, visual communication and corporate identity, through the exposition design of the entire complex, outdoor advertising, graphic, advertising and interior design.

This is a compressed work and knowledge that would normally be done by an army of designers under an impossibly tight deadline of 3 months, whereas in this project, all the multi-faceted and diverse activities are done by just 1 person.

This is a precedent in the history of design in Bulgaria, and personally, I am not aware of another similar case, with a similar workload.

The result is impressive, conceptual and linearly minimalistic. It is suggestively guiding, working and meeting all the requirements and standards for a similar type of design.

At first glance, the project looks like a beautifully done job, but the moment you start to realize that it is all done by one author, or one designer, the feeling of a miracle come true sets in.

Professional heroism was performed, amounting to a Spartan victory.

Ivo Popov is a unique example of stoicism in his personal creativity and a sense of designer linear ephemerality. These are qualities that should be shown and passed on to the next generation of authors!

IV. Educational and Teaching Activities

Ivo Popov has enviable experience in design and execution of exhibition, spatial, advertising and graphic design, which makes him multifunctional in his field.

He covers a wide range of activities in contemporary design and this is fully demonstrated in the main body of work.

Excellent skills in 3D Studio Max, Adobe Photoshop, Adobe Illustrator, Corel Draw, Microsoft Office.

He gives lectures and seminars on the following courses:

Macro advertising objects;

Applied graphics – fine arts techniques for visual communication and advertising;

Visual communication in public environment;

Advertising of urban environment.

Organization of museum expositions and exhibition spaces;

Spatial design of exhibitions and fairs.

At the New Bulgarian University, he teaches courses such as:

- Applied graphics - fine arts techniques for visual communication and advertising;
- Visual communication in public environment;
- Advertising of urban environment;
- Organization of museum expositions and exhibition spaces;
- Design of exhibition and advertising areas;
- Applied graphics;
- Form and function – Part I;
- Form and function – Part II;
- Macro-advertising objects;
- Spatial design of exhibitions and fairs.

V. Personal Impressions of the Candidate

I have known Ivo Popov for many years as an author and for nearly 10 years as a colleague at NBU, and my impressions are delightful. My impression of him is that of a great professional, a beloved teacher and a very approachable colleague. I admire his multi-layered professionalism and tremendous creative activity. An author with vast experience, who unreservedly imparts this experience to his students.

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

The candidate's presentation is truly worthy and an example of professionalism and dedication to design in general. His overall presentation creates an impression of aesthetic sophistication and artistic discipline.

I have no critical comments on the general presentation of the candidate – Asst. Prof. Ivo Nikolaev Popov, PhD.

CONCLUSION

In conclusion, I would like to express my positive opinion on the outlined contributions in the creativity and research of Assistant Professor Ivo Popov, PhD, as well as on the teaching practice he has carried out which correspond to the professional field of the announced competition. I fully support the contributions of the scientific work and call on the Honorable Members of the Scientific Jury to support his candidacy and propose to the Academic Council of NBU to elect Assistant Professor Ivo Nikolaev Popov, PhD as “Associate Professor” in professional field 8.2. Fine Arts /Interior Design/.

18.07.2022

Sincerely:

/Prof. Monika Popova, PhD/