

REVIEW

By Prof. Bisera Vasileva Valeva, Phd, SU "St. Kliment Ohridski",
field of higher education 8. Arts, 8.2. Art,
on the artistic and creative production
for participation in a competition for the academic position of "associate professor",
by professional direction 8. Arts, 8.2. Art,
announced in SG no. 92/18.11.2022,
with candidate assistant professor Yana Oleg Dvoretzka, PhD

I. Assessment of compliance with the minimum national requirements and the requirements of the New Bulgarian University:

The materials submitted for review for the habilitation of Ch. zassistant professor Yana Oleg Dvoretzka, Ph.D., fully meet the minimum national requirements, being in accordance with and covering the requirements of the NBU for habilitation for holding the academic position of "associate professor". Assistant professor Yana Oleg Dvoretzka has the required number of points in all groups of indicators of the table with minimum requirements for the scientific, teaching and/or artistic-creative activity of the candidates for occupying an academic position in professional direction 8. Arts, 8.2. Fine art, in accordance with PPZRASRB and the requirements of the New Bulgarian University.

In addition to her indisputable achievements in the field of design (as a fashion designer and costume designer), she is the author, independently and in co-authorship, of theoretical texts in her specific professional field - clothing design as fashion and costume. Her doctoral thesis "Clothing as a sign of identity", defended in 2013, with scientific supervisor Assoc. Dr. Elena Todorova, substantiates various theoretical aspects that are the basis for the subsequent creative realization, and at the same time outlines some theoretical directions in her research and teaching activities.

II. Research (creative) activities and results:

1. Evaluation of the monographic work, creative performances or other publications corresponding in volume and completeness to a monographic work, including an evaluation of the author's scientific and scientific-applied contributions:

In the current contest, assistant professor Yana Oleg Dvoretzka participated with her habilitation thesis "Design and production of costumes for the ballet "Bayadere" by Ludwig Minkus on the stage of the State Opera in Ruse. Her creative work is the object of a detailed study, of a theoretical study, which is also the basis of the precision and the author's view in



the realization of the costumes. The costume design Yana Dvoretzka is based not only on artistic intuition and accumulated technical experience, but also on a wide range of visual and textual sources.

For the author, the implementation of this important and irrevocable part of the ballet performance is related to both the technical and physical parameters, as well as the artistic and emotional impact of the created images. The designed costumes for the ballet "Bayadere" (one of the eternal ballet classics, the result of the collaboration between Ludwig Minkus and Marius Petipa), not only preserve the authenticity of the images, but also make sense of the conventions inherent in the activity of the costume designer, in which a priori bet of the mixing of classic and extraordinary artistic solutions. In this way, Yana Dvoretzka achieves the originality of the plastic statement and declares her authorial presence. In her extended summary, she elaborates on both the transformations and adaptations required by the specific image of the performance, as well as the final artistic visualization. The text imposes the impression of a consistent creative interest focused on the originality and personal decision of the artist, which is inevitably based on a set of constant compositional-constructive technological parameters, important for the materialization of the specific production.

As a visual artist assistant professor Yana Dvoretzka realizes herself in the ephemeral borderline of fashion and art, since stage costumes are inseparable from the realization of a performance. Unlike the fleeting, short life of a fashion product, stage costumes are as long lasting as the life of the performance. The author emphasizes the fact that a successful play can be performed for years. This concept of time is decisive for the artistic value of the costume, which creates a physiognomy of the image and preserves the artist's visual signature. The stage costume is part of the general scenographic solution and implies synchronization with the other elements of the stage product. This condition is undoubtedly a challenge to the work of the costume designer and Ch. Dr. Yana Dvoretzka professionally deals with such a provocation. The spirit of romanticism is leading in the performance, therefore the author designed and realized the stage clothes completely in the eclectic style and realized a dream of the Orient from the point of view of the Western man - as an area and as an upbringing.

For the author, this creative-applied approach is aimed at the non-traditional, original thinking of the designer related to the performing arts. She follows the design of the scenographer, managing to find and visually protect her personal artistic solution in the many conceptual and technological limitations. Such is the case with cutting Nikia's suits. A quality in the design process of all costumes is the very detailed author's sketches, which simultaneously cover the requirements of imagery imposed by both the director and the artist. Special emphasis in the work of assistant professor Yana Dvoretzka are the costumes for the dances in the "Kingdom of Shadows". The author summarizes and realizes the feeling of extravagance, mysticism and disembodiedness through the construction element veil, which reminds of wings and airiness. And, although she mentions that the scene was inspired by



Gustave Doré's engravings of Dante's Paradise, the conventionality of the set and the dancers' costumes create their own impact on the viewer. Her creative realizations represent a very good example of recognizability of personal style and organic visual presence in the overall performance. Thus, the synthesis in the author's artistic and technological process becomes the basis for originality in the design of the stage costume. Such are the generalizations that the author launches in her theoretical studies and published texts. The presented collection of realized costumes impresses the professional approach to adaptation of the symbolism without being to the detriment of the dancer or the good taste. In the portfolio with projects and implementations, the focus of assistant Professor Yana Dvoretzka is not only on the final visual result, but also on the variability, on the different perspectives in relation to the specific image and the adequacy of the final creative solution.

In the accompanying text (extended summary), the author summarizes the artistic impact of costumes from a socio-psychological perspective. It makes the inevitable parallel with fashion as general specifics, but also as categorical distinctions.

In the text accompanying the habilitation work assistant professor Yana Dvoretzka notes that "of all types of stage costumes, the ballet costume represents the greatest challenge, as the structural and technological requirements for it are the highest...". The author sample supports your creation with other synthetic arts, pressing on opera and theater costumes that focus require freedom on the artist's movement, but could share if you want to prioritize other quests in the character's image, for example, silhouette deformation or profuse decoration, according to the era or characteristic of the character. Since the language of dance is movement, every detail of the ballet costume must be subordinated to the possibility of free movement of the dancer." (p. 7).

2. Evaluation of the contributions in the other attached publications (creative performances) made after the appointment of the academic academic position "associate professor" (for professor candidates):

Apart from the costumes for the Bayaderka ballet presented in the habilitation collection, the author's realizations in the field of "slow fashion" are very valuable. Her brand YOD is oriented in the production of clothes that are based on tradition. The process of their realization is mainly carried out by dyeing patterns and ready-made garments with natural ingredients, and manual techniques are included in the processing of textiles. As a final result Yana Dvoretzka focuses on the visual effect for the uniqueness of the product, and in utilitarian terms - on the natural sense of naturalness and harmony.

Especially impressive is her marked creativity and active work in many productions for contemporary dance, for ballet, for theater. The author notes that even symbolic budgets stimulate the costume designer to originality of visual solutions and are an occasion for "intellectual challenge". Assistant Professor Yana Dvoretzka mentions that her personal



incentive for this type of activity "is meeting people from the scene, because "they are a special breed of missionaries, what they do is not a business, not an industry, but a cause". In all the productions, applied as additional material to the habilitation work, the author's desire for unusual, sometimes even "strange" constructivist visual solutions, which aim to support the overall impact of the productions and enhance the stage effect, is noticeable.

3. Citation from other authors:

Based on his artistic and creative activity ch. assistant professor Jana Dvoretzka has a sufficient number of citations, which is evident from the reference she provided for NACID. I am attaching five selected citations: POPKOCHEV, Trajan, Bonka GERGINOVA and Teresa KARAMANGALOVA. Problems of social adaptation of traveling students from small settlements. Pedagogy [online]. 2015, (2), pp. 169-181. [accessed 17 August 2021]. ISSN 0861-3982. Available at: <https://www.ceeol.com/> [pp.176,180];

- The dance performance "Placebo". Director and choreographer assistant Dr. Anna Pampulova and Dance Theater students, costumes assistant Yana Dvoretzka, head of effects ch. assistant professor Nikolay Milev, visual effects Petar Petrov, UFC and Iliya Shekerjiev, 2013. Cited by: TABAKOVA, Zelka. Dance art - an open system for innovative dance methods and visual technologies. Art Readings [online]. 2015, (2), pp. 242-248. CEEOL. ISSN 1313-2342 [accessed 17 August 2021]. Available at: <https://www.ceeol.com/> [p. 245]
- YOD, designer Yana Dvoretzka Quoted from: Studio Komplekt. Bulgarian design and its incarnations. Open Art Files [online].2019 [accessed 10 October 2021]. Available at: <https://openartfiles.bg/bg/topics/1419-bulgarian-design-and-its-embodiment>;
- KRESTEVA, Zuniha Mirkova. Segmentation of the Bulgarian market when starting a women's clothing business. In: Alternative marketing solutions of a start-up business organization. Proceedings [online]. Svishtov: Economic Academy "D. A. Tsenov", 2017, pp. 52-54 [accessed August 10, 2021]. Available at: <https://dlib.uni-svishtov.bg/handle/10610/3347> [p. 54]
- Operetta variety "Pass on". Costume designer Yana Dvoretzka, 2021. Quoted by: A world-class performance opened the new season of the Musical Theater. Culture News [online]. 03.10.2021[accessed 10 October 2021] Available at: <https://kulturni-novini.info/sections/3/news/33459-spektakal-na-svetovno-nivo-otkri-noviya-sezon-na-muzikalniya-teatar>;
- Operetta "The Princess of the Circus". Costume designer Yana Dvoretzka, 2021. Quoted from: "Princess of the Circus" - the most anticipated musical theater premiere. Musical Theater [online]. [accessed 10 August 2021]. Available at: https://theatre.art.bg/novina.php?news_id=7787&city=20



4. *Evaluation of the results of participation in research and creative projects and application of the obtained results in practice:*

Assistant Professor Yana Dvoretzka has participated in numerous academic and creative projects at home and abroad, which she presented in the reference-table for NACID. She has participated in a number of design projects, some of which are: "May Days of Design 2019" project, funded by the Central Bank of the National Bank of Ukraine, headed by Prof. Dr. Boris Serginov; Project "Spatial fashion installation and film +7 HOURS" - in conceptual design platform "IVAN ASEN 22", part of the official program of Plovdiv - European Capital of Culture 2019, the Days of Japanese Culture 2019 and the official program of the Triple Jubilee in the Bulgarian-Japanese relations 2019, Plovdiv, 2019; Project Practical workshop Fashion "Troubleshooting in combining colors and patterns". Working workshop of Mila Ateva, held in the period March 24 - April 2, 2018, financed by the CFSSR of the NBU, led by Rev. Tatyana Pencheva-Georgieva; project " May Days of Design 2018", funded by the Central Bank of the National Bank of Ukraine, headed by Prof. Dr. Boris Serginov; Project Practical workshop on fashion. Building a complete concept for a fashion collection. Realization of a group of models under the common theme "Yves Saint Laurent - respect , inspire, discover, innovate, re-form, transform", a workshop by Veselin Yordanov, financed by the Central Fund for Strategic Development, headed by Prof. Tatyana Pencheva-Georgieva, held in the period 7-8 June 2018, etc.

III. Educational and teaching activity:

Assistant professor Yana Dvoretzka, PhD, has the necessary academic employment. She with a full academic load at BA "Fashion". The author is a teacher both on the Moodle platform and in face-to-face courses in the disciplines she leads: Experimental Drawings - Part I and II, Shapes and Volumes in Fashion - Part I and II, Introduction to Fashion Design - Part I and II, Theory of fashion, Experimental Practices in Fashion - Part I and II, Design Laboratory - Part I and II, Experimental Drawings - Part I and II, and Fashion and Stage. As the author of part of the programs and as a teacher assistant Professor Yana Dvoretzka actively participates in the updating of BA "Fashion" and minor program - second specialty "Fashion". She worked as a supervisor in student projects such as: RETRO TRAM: History represents the future. Fashion Revolution - flash mob (in partnership with Balkan Fashion Week and Sofia Municipality); "We Wear Culture/Biophilia" project - diploma fashion show of BA Fashion students (GENERATOR, Sofia); "Art is Everyday" project - diploma fashion show of students from BA Moda (GENERATOR, Sofia) and others.

Assistant professor Yana Dvoretzka was also an international leader in the master class "Slow Fashion: Natural Dyeing" at La Escuela de Arte y Superior de Diseño y de C.R.B.C. de Burgos, in



the city of Burgos, Spain. From the introduction to here, her organizational skills, acquired during the management of creative and student projects, reviews and workshops (seminars), are evident.

IV. Administrative and public activity:

Yana Oleg Dvoretzka, assistant professor, is a member of the program board at the "Design" department. In the period 2015-2016 she was the director of the program board at the "Design" department, as well as a program consultant of BA "Fashion" in 2004 - 2009.

V. Personal impressions of the candidate (if any):

I do not personally know assistant Professor Yana Dvoretzka, PhD, but I am respected by her professional attitude to her work. Regardless of her academic workload, she has managed to realize herself as a serious author - designer. A consequence and result of her artistic activity are the following awards: Nomination for "CRYSTAL LYRA'2016" for the production team of the opera "The Barber of Seville" by Rossini (opera-ballet performance) on the stage of the Rouse Opera, as well as international recognitions: for the film +7 hours (in a team): Nomination and award for best costume design at the Sarajevo Fashion Film Festival, BIG SEE FASHION COLLABORATION AWARD 2020; Nomination and Award for Best Costume Design at the 12th La Jolla Fashion Film Festival and International Fashion Film Awards 2021

Conclusion:

In conclusion, based on my overall positive assessment of the presented artistic and creative production, I propose to the respected members of the scientific jury to choose the academic position of "associate professor" according to 8.2. Fine art, assistant professor Yana Oleg Dvoretzka and to direct this proposal - election to the Academic Council of the NBU.

Prof. Bisera Valeva, PhD

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