

REPORT

by

Prof. Dr. Emilia Panayotova, NBU

Member of scientific jury on the procedure of filling the academic post of “**professor**”

in the field of Higher Education 8. Arts,

Professional direction 8.2. Fine Arts

New Bulgarian University,

Bachelor Faculty,

Design Department

There is one participant - Associate Professor, Dr. Elena Todorova, in the contest of filling the academic post of „professor“ in professional direction 8.2. Fine Arts, in the higher education field of 8. Arts.

The contest has been announced for the needs of the NBU, in the State Gazette, No. 08/28.01.2022. The scientific jury for the contest has been determined by Order No.3-PK-153 dated 01. 03. 2022 by the Rector of the NBU. The only applicant is Associate Professor Dr. Elena Georgieva Todorova, New Bulgarian University. Assoc. Prof. Dr. Elena Todorova has presented a detailed summary describing her creative achievements in the field of coin design for the period between 1990 and 2021.

I. Brief biography of the applicant

Assoc. Prof. Elena Todorova was born on June 17, 1961 in the city of Sofia. In 1989 she acquired Master’s degree in the program “Industrial Arts – Silicate Forms” of the “Nikolai Pavlovich” National Art Academy. Since 2006 she has been an associate professor in fashion design – design and realization of fashion accessories. In 2018 she defended her thesis on the topic: „Symbol and Functionality of Coin Design“. Assoc. Prof. Dr. Elena Todorova presents a great amount of creative works, as well as long years of teaching activity. The list of her individual creative works is long and it is not limited only to coin design. She has participated in many exhibitions, demonstrating

author's jewelry. In the year 2018 she presented her individual exhibition named „Jewelry“ with unique pieces of jewelry in the “Art Alley” Gallery.

Beside her work in the field of design she actively participates in the development of new programs and courses in the NBU. In 2018 she initiated and was one of the authors of a new bachelor program titled „Web Design and Graphic Advertising“, awakening huge interest from the first year of its creation. Beside her teaching activity Assoc. Prof. Dr. Elena Todorova is also aiming at the creative realization of the students. She organizes multiple exhibitions and seminars which are extremely important for the practical education of the students.

- **General presentation of the procedure and the applicant (Compliance assessment with the minimal national requirements and the requirements of the New Bulgarian University)**

In the “professor” contest Assoc. Prof. Dr. Elena Todorova has presented documents in compliance with the science measuring indices as per the Law for the Development of the Academic Staff in the Republic of Bulgaria, its Application Regulations and the NBU requirements, as follows: The applicant for filling the academic post for Professor, Assoc. Prof. Dr. Elena Todorova, for the required minimum of 750 points has presented scientific and creative activities, teaching activities and materials for participation in the contest amounting to 3465 points, many times surpassing the minimal national requirements and the NBU requirements. This gives me reason to state that the applicant Assoc. Prof. Dr. Elena Todorova has covered all requirements according to Art. 26, Par. 2 and 3 of the LDASRB and those of the NBU for participation in the contest for filling the academic post of „professor“.

- **General Characteristics of the Applicant's Activities. Research (creative) activity and design.**

Assoc. Prof. Dr. Elena Todorova works mainly in the field of coin design but at the same time she also presents a multitude of creative projects to do with the design of plaquettes, thematic coins and author's jewelry. Most of the coins presented have been awarded the first prize by a national jury for the BNB competitions. For this contest she presents a detailed summary titled „Author's Coin Design“ (32 text pages and 25 pages of photographs and tables of technical data), describing the theoretical framework of the coin design process. 36 coins in all have been presented, depicting in detail the process of coin design for the following coins: Bulgarian Artists – the 100th Anniversary of Stoyanka Mutafova, a 2 Leva coin, 2022; Famous Bulgarian Voices – Boris Hristov, a 10 leva coin, 2007 ; Famous Bulgarian Voices – Nikolai Gyaurov, a 10 leva coin, 2008; 140 Years since Bulgaria's Liberation, a 10 leva coin, 2018 ; Medieval Bulgarian Rulers – King Ivan Assen II, a 10 leva coin, 2018; Medieval Bulgarian Rulers – Khan Tervel, a 10 leva coin, 2017 ; Medieval Bulgarian Rulers – Khan Krum, a 10 leva coin, 2011; Saint Kliment of Ochrid – a 10 leva coin, 2016 ; 140 Years since the April Uprising, a 10 leva coin 2016 ; 110 Years since Bulgaria's Reunion, a 1000 leva coin, 1995 ; Traditional Bulgarian Crafts – Pottery, a 5 leva coin, 2009 ; Bulgarian Traditions and Customs – Dancing on Embers, a 10 leva coin, 2021 ; Bulgaria's Treasures – Seuthes III, a 10 leva coin, 2008 ; Bulgarian Iconography – God's Mother, a 20 leva coin, 2003; Bulgaria's Association to the European Union – the Pantocrator Church, a 10 leva coin, 2000; 50 years FAO, a 1000 leva coin, 1995 ; A singing Bulgarian Child, a 1000 leva coin, 1997; XXVII Summer Olympic Games, Sidney (Australia), 2000 – high jump, a 10 leva coin, 1999 ; XXVII Summer Olympic Games, Sidney (Australia), 2000 – weight lifting, a 10 leva coin, 1999 ; XV World Soccer Championship, USA, 1994 – Football Net, a 500 leva coin, 1994 ; and a number of other coins.

The process of designing of each coin has been followed in the presentation of these coins. The concept has been described stating the main message, or as the author says: „This message contains a certain idea which I express through the means of the artistic image. Usually the idea expressed by the image on the coin has been determined by a

concrete occasion, as with jubilee coins, but the message can be wider, as is the case with current coins.“

The detailed summary discusses various types of compositions, through which images become active and recognizable in the small coin size. A further description is given to various artistic methods of achieving interesting compositions. The harmony between individual elements is a basic requirement for achieving a composition unity. The contrast between the mat surface of the relief and the shiny surface of the background is another specific artistic method used by Elena Todorova in her designing solutions. The specifics of coin production allows a categorical distinction between the two types of surfaces (relief and background) and the author successfully uses this designing method in her design solutions. Thus she puts an accent on certain images, in order to underline the basic idea. In the contest of different composition solutions, Elena Todorova studies the role and importance of statics and dynamics as means of expression: „Static elements underline the calm stability of an image, and dynamic elements underline movement or impetus in the composition. It is possible for images in coins to combine both features – statics and dynamics.“ The author also notes the use of symmetry and asymmetry, as well as of rhythm in the compositions: „A harmonic composition can be created by achieving rhythmus by repeating individual elements. Rhythmus suggests a more complicated organization of the composition elements.“

The detailed summary thus presented is a categorical proof for the long creative period and achievements in the field of coin design of Elena Todorova.

Jewelry design also plays an important role in the creative work of Elena Todorova. In 2018 she presented an individual exhibition named JEWELS in the Art Alley Gallery. This exhibition bore witness to her original and expressive artistic style. Her jewels have been awarded in many competitions. She has taken part in many collective exhibitions and fashion shows at home and abroad.

Elena Todorova is the author of multiple articles, published in various symposia and editions. Some of them reflect her interest in jewels: “New ideas – new technologies and materials in modern jewelry“ (2021), „Jewels and their importance in various sub-

cultures“ (2020), „Social symbolism of jewels" (2019), „Brooches“ (2018), "Jewels and the economic crisis" (2014) etc. Others have been provoked by her work in the field of coin design: „Money – a symbol and a typical feature of civilization“ (2019) etc.

IV. Education and teaching activity

In the period between 2001 and 2006 Elena Todorova was a part-time lecturer at the Fashion Bachelor Program, New Bulgarian University.

Since 2006 to-date she is a permanently appointed lecturer at the Fashion BP and“Web Design and Graphic Advertising“BP, New Bulgarian University.

She initiated the creation of a new bachelor program titled „Web Design and Graphic Advertising“, which started in 2018.

She teaches in various auditory and extra-auditory courses. Her teaching is highly estimated by the students.

- **Administrative and social activities**
- Since 2018 to-date Assoc. Prof. Elena Todorova has been a member of the Faculty Counsel to the Bachelor Faculty of the NBU.
- Since 2014 to-date she has been a member of the program counsel at the Design |Department.
- Between 2009 and 2011 she was a member of the Academic Counsel to the NBU.
- Between 2009 and 2012 she was a member of the Faculty counsel to the Bachelor Faculty, NBU.
- She was head of the Design Department between 2009 and 2011.

CONCLUSION

As a conclusion I would like to express my positive estimation of the creative achievements both in the field of coin design and unique jewelry of Assoc. Prof. Dr. Elena Todorova, for her scientific research work, as well as her teaching, all of which comply with the field and the professional direction of the contest announced. I appeal to the respected members of the scientific jury to support her application and I propose to the Academic council of the NBU to appoint Assoc. Prof. Dr. Elena Todorova as professor for the professional direction 8.2. Fine Arts.

Dated 25.05.2022

Prof. Dr. Emilia Panayotova