

REPORT

BY

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Direction 8.2 Fine Arts

On the materials presented for participation in the contest for filling the academic post of „professor“ of the New Bulgarian University, Sofia

Higher education field 8. Arts, Professional direction 8.2 Fine Arts (fashion design)

Associate Professor Dr. Elena Georgieva Todorova, New Bulgarian University, is the only applicant in the contest for professor, announced in the State Gazette No. 08/28.01.2022, for the needs of the Design Department, NBU.

I. Brief biography of the applicant

Assoc. Prof. Dr. Elena Todorova was born on June 17, 1961. In 1989 she acquired an MA in “Industrial arts. Silicate forms” at “Nikolai Pavlovich” National Art Academy. In the year 2018 she defended her thesis on the theme: „Symbol and Functionality in Coin Design”.

Since 2006 Elena Todorova is an associate professor in fashion design in the Department of Design, NBU, and demonstrates very active creative and teaching activities. The list of creations, prizes and awards of Assoc. Prof. Dr. Todorova is very long and impressive indeed.

Her professional and expert activities are directed to the design and making of coins, medals, plaquettes and jewels; some of her most important design prizes are:

First prize for a jubilee coin on topic: Medieval Bulgarian rulers. Tsar Ivan Assen II”, 2018 ; First prize for a jubilee coin on topic: „140 years since Bulgaria’s liberation”, 2018; First prize for a jubilee coin on topic: “Medieval Bulgarian rulers Khan Tervel”, 2017; First prize at a national BNB competition for a silver memorial coin on topic: „St. Kliment Ohridski”, 2016; First prize at a National BNB competition

for a silver memorial coin on the topic: “140 Years since the April Uprising”, 2016; First prize for a jubilee coin on topic: „250 years since the Istorija Slavnobolgarska was written”, 2012; First prize for a jubilee coin on topic „Bulgarian churches and monasteries – the Zograf monastery”, 2011; First prize for a jubilee coin on topic: “Medieval Bulgarian rulers – Khan Krum”, emission 2011; First prize for a jubilee coin on topic: „Traditional Bulgarian crafts – pottery”, emission 2009; First prize for a jubilee coin on topic: „130 years since Bulgaria’s liberation”, 2008; First prize for a jubilee coin on topic: „ Famous Bulgarian voices – Boris Christov”, 2008; First prize for a jubilee coin on topic: „Famous Bulgarian voices – Nikolai Gyaurov”; First prize for a jubilee coin on topic: „Famous Bulgarian voices – Boris Christov”, 2007; First prize for a silver jubilee coin on topic: „World Football Championship, Germany, 2003”; First prize for a jubilee coin on topic: „120 Years Bulgaria’s Independence”,

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II. General presentation of the procedure and the applicant (Compliance assessment to minimal national requirements and the requirements of the NBU)

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r For the „professor“contest Assoc. Prof. Dr. Elena Todorova has submitted documents in compliance with the science metric indices as per the Academic Staff Development Law in the Republic of Bulgaria, its application and the NBU requirements, as follows: the applicant for filling the post of Professor, Assoc. Prof. Dr. Elena Todorova, considering the required 750 points, has presented scientific and creative production and materials for participation in the contest

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amounting to 3465 points. They surpass the minimal national requirements and those of the NBU by 2715 points. This is my reason to state that the applicant Assoc. Prof. Dr. Elena Todorova has covered the requirements as per Art. 26, Par. 2 and 3 of the ASDLRB and those of the NBU for participation in the contest announced for filling the academic post of „professor“.

III. General characteristics of the Applicant's activities. Research (creative) activity and results.

Assoc. Prof. Dr. Elena Todorova has an impressive creative activity, as well as a substantial number of first prizes and competitions won for the making of coins on various topics.

Many years ago my sculpture lecturer at the National Art Academy had told me that those who deal with numismatics or to be precise, who create the plastic vision of coins, are the best sculptors. I suppose this is due to the fact that in a large scale you can delude the observer, whereas, in a small form, which almost looks like a pictogram sign but of highly overloaded nature, you cannot get away with it!

This is totally true of all coin images of the designer and lecturer Assoc. Prof. Dr. Elena Todorova. I admire her emotional delicacy in the selection and composition of ideas, silhouettes, composition, dynamics of the image with regard to contents, historic knowledge, color play against matted surfaces and raster solutions, rules and creative freedom, as well as female sensitivity in realizing of monetary expression means loaded by the problems of a patriarchal world, thousands of years old.

Assoc. Prof. Dr. Todorova presents a series of coins, I am trying to take out my favorites, and I can't!

The level is so high that one gets confused – each composition is a formula!

To be able to create a formula, one passes through a long term of piling up knowledge and skills, so that at the end the creation looks untouched by a human hand, conceptual, with nothing redundant. This is the sense of the whole ideal and visual load in the creation of a coin. It must look clear and simple, like

a letter, like a sign! It is no mere chance that the process of creation of coins and medals is the same as with any other typographic images! In the world of typography even the simplest line hides giant labor, skills and knowledge. All this is true of each creation of Assoc. Prof. Dr. Elena Todorova.

Nature and a perfect image in the works of Assoc. Prof. Todorova are so powerful as to create a sensitivity and a lace-like form of vision making it unique and one of a kind!

This lace-like image is also noticeable in the series titled „Medieval Bulgarian Rulers“ / Tsar Ivan Assen II, Khan Tervel, Khan Krum.../, as well as on most coins having complicated composition schemes on the backside of the forms.

Most scenes are complex in composition and still maximally readable and balanced in the ratio – canonic requirements and creative freedom. A similar example is the coin depicting the image of God’s mother and Jesus Christ / the composition shows God’s Mother and the baby Jesus in an untypical pose thus rendering the composition much more heraldic, in a cross-like scheme, and with the sense of a symbolic protection.

Lovely are the coins with the portrait images dedicated to Stoyanka Mutafova, Boris Christov, Nikolai Gyaurov, Seuthes III.

Beside the resemblance, beauty shows also through the softness of forms and the play between glossy and matt surfaces.

Perfection is achieved in the emanation and state of the image of Seuthes III.

Unique is the coin dedicated to the Bulgarian craft of pottery.

The beauty of this coin consists of its complicated composition and the successful balance between relief and color.

The image building technique is based on the Egyptian relief preserved to-date I similar images. In Ancient Egypt, as well as in some contemporary coins, medals, plaquettes, etc. the combination between relief and color has been applied. For the first time in the history of humanity this was used by the ancient Egyptians. In the image of the coin dedicated to pottery there is a reference to this ancient approach of combining a bi-dimensional to a tri-dimensional image. This composition shows another interesting and beautiful moment, namely the

spreading of the Trojan pattern horizontally crossing through the whole composition scheme.

Last but not least, I would like to point out the harmony in combining letters to the image, and the golden to the silver sections.

Everything presented by Assoc. Prof. Todorova as her basic creative achievement bears the qualities of high professionalism and I consider it national wealth!

IV. Educational and teaching activities

Elena Todorova has the scientific post of Associate professor / HAC/ since 2006. She teaches in courses at the Design Department of the NBU.

She annually participates in a multitude of projects and seminars to do with fashion apparel and accessories. She is a basic lecturer in the Fashion program, teaching the students in the direction of plastic and designing ways of thinking with regard to accessories / as works of art/, directly engaged to the purpose it was made for.

Her long-lasting practice in the field of coin design helps her juggle in all other kinds of designer attitude, especially with regard to objects, plastics or jewels created for the world of fashion.

She was one of those who created the bachelor program of “Web Design and Graphic Advertisements“, starting in the academic year 2018/19.

She regularly and actively participates in the actualization of BP “Fashion” and Fashion as a minor program.

She has prepared the courses: MODB509 Fashion Accessories Part I, MODB608 Fashion Accessories Part II, MODB708 Apparel Details, Part I, MODB805 Apparel Details - Part II, MODB102 Drawing methods in design – Part I, MODB202 Drawing

methods in design – Part II, MODB103 Experimental Drawings, MODB203 Experimental Drawings – Part II.

She organized and carried out a National Scientific Conference on the topic of „Innovative Approaches in Design, Architecture and Visual Arts“ - 3.05.2015, NBU. She organized a joint textile conference ‘2014 „Innovations in textiles and clothing“, October 23-24, 2014, Room 310, Building 1, NBU.

V. Personal impressions of the applicant

I have known Elena Todorova for at least 20 years and I daresay, she is a magnificent lecturer, colleague and a creator. I admire her attitude to students, her creativity towards improving and modernizing of the teaching process, as well as introduction of new technologies in the education system. She is a wise lecturer, easily creating a medium where people feel comfortable and confident. She, together with the whole team of the Fashion Design program, created an educational model with many followers. The Fashion Design program in the NBU is the best possible place for teaching fashion students in Bulgaria. Assoc. Prof. Todorova and her colleagues created a school in fashion of high reputation, and a well discernible style.

VI. Administrative and Public Activity

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.

VII. Opinions, recommendations and notes on the activity and achievements of the applicant

I have no critical remarks to the general presentation of the applicant – Assoc. Prof. Dr. Elena Georgieva Todorova. I recommend to her to keep teaching with the same creativity, wisdom and generosity.

CONCLUSION

In conclusion I would like to express my very positive opinion of the contributions in Assoc. Prof. Dr. Elena Todorova's creativity and research work, as well as her teaching activity, all of them complying with the field and the professional direction of the contest announced. I appeal to the well-respected members of the scientific jury to support her application and to propose to the Academic counsel of the NBU, to elect Assoc. Prof. Dr. Elena Georgieva Todorova for „Professor“in professional direction 8.2. Fine Arts /Fashion Design/

03.06.2022

Signed:

/Prof. Dr. Monika Popova