

OPINION

by Assoc. Prof. Anna Ilcheva Tsolevska, Ph.D, Sofia University St. Kliment Ohridski
Associate Professor Professional field 8.2. Fine Arts,
on a competition procedure to attain an academic rank Associate Professor in
professional field 8.2. Fine Arts (Fashion),
School of General Studies, Design Department, NBU, Sofia,
Announced in SG is. 62/ 06.08.2019

Candidate: **Chief Assistant Professor Christina Savova Georgieva, Ph.D**

Pursuant to Order № 3-PK-260/26.09.2019 of the Rector of NBU, as a member of the scientific jury I present my *written opinion*, on the qualities of the applicant and the evaluation of this rehabilitation work, which participates in the procedure announced above.

The only candidate for the competition is Chief Assistant **Christina Georgieva Savova, PhD**.

The documents and materials presented by Ch. Ass. Christina Georgieva Savova, PhD are in compliance with the regulations on the Regulations and Conditions for Attaining of Academic Degrees and Occupation of Academic Positions at New Bulgarian University (NBU). The documents provided show that the candidate has a diverse and rich teaching, theoretical and significant artistic and creative activity.

My assessment of the candidate is on the following areas:

I. Research (creative) activity and results

1. The candidate **Christina Savova** presents as a **major habilitation work**
the monograph *Contemporary Fashion Styles Formation Development Trends, Graphmax2, Sofia, 2017., ISBN 978-954-9431-28-5, 160 pages, with reviewers: Prof. PhD Emilia Panayotova and Prof. PhD Bisera Valeva,*
created in the period indicated in the self-assessment period.
2. The candidate supports her application with the following articles and reports published in specialized editions in the field of arts:
 1. *Savova, Christina. Fashion according to a graphite of a woman form the Temple St. Sophia in Constantinople Textile and Attire Magazine 5/2018, 2018, ISSN:2535-0447,*

- online.
3. Savova, Christina. *Silk and Fashion Design. – B: Crafts, traders, markets : Socio-Economic Development of Thracian lands. Collection of scientific papers from the IV Scientific Conference Svilengrad 2017. Svilengrad: Historical Museum – Svilengrad, 2018, 281–297. ISBN 978-954-92947-5-0*
 4. Savova, Christina. *Fashion according to a graphite of a woman form the Temple St. Sophia in Constantinople Textile and Attire Magazine 5/2018, 2018, ISSN:2535-0447 (online)*
 5. Savova, Christina. *Silk and Fashion Design. – B: Crafts, traders, markets: Socio-Economic Development of Thracian lands. Collection of scientific papers from the IV Scientific Conference Svilengrad 2017. Svilengrad: Historical Museum – Svilengrad, 2018, 281–297. ISBN 978-954-92947-5-0*
 6. Savova, Christina. *Fashion Trends and Forecasting. Textile and Garment Magazine, 10/2017 (Special Issue), Sofia, 2017, ISSN1310-912X*
 7. Savova, Christina, Temelkova, Stefania. *The Alexander McQueen Phenomenon Life after Death Savage Beauty. Summer School PR. Works Collection 2016 (CD), NBU, 2016, ISBN: 978-619-233-001-9*
 8. Savova, Christina. *Fashion and Communications: Summer School on PR Works Collection 2015 (CD), NBU, 2015, ISBN 978-954-535-956-9*
 9. Savova, Christina. *Militant Style - collection of scientific texts on project №BG051PO001-3.3.06.-0060, vol. 2, NBU, 2015*
 10. Savova, Christina. *Men's clothing at the end of XIX ant beginning of XX century. Collection of scientific publications is. 3/2014, NBU, 2014, ISSN: 1314-7188*
 11. Savova, Christina. *Classic Style: Origin and Development. Textile and Attire Magazine, is.1/2014, 2014, Sofia ISSN: 1310-912X*
 12. Savova, Christina. *Sports Style in Clothing at the end of XIX and early XX century, Scientific Reports Collection 2013, NBU, 2014 ISBN: 978-954-535-791-6*

The monograph *Contemporary Fashion Styles Formation Development Trends* is a comprehensive and consistent study examining the major stages in the development of

fashion and design, their most prominent representatives, those who influenced European and American fashion, the style and design of clothing of twenty-first century. Artistic phenomena and authors are presented in the context of the processes of the era. The period from the beginning of the twentieth century to the present, in which studies of the interconnections between the development of styles and the formation of fashion trends are regarded as particularly dynamic and revolutionary. The stages of different social phenomena and their huge influence on the vision of their contemporaries are noted, connected with the phenomena in contemporaneous fashion design and to a great extent with the education in this direction and the principles of design even in our country. In the context of twentieth-century trends, and in the face of the consistent interaction between chic and comfort, and the changes in the mass utilitarian applicability of 'contemporary style', the monograph shows innovative incorporation as well as the wide range in which big names in the fashion world work – from art-fashion – extravagant and in applicable, to everyday wear – simple, retaining its personality but adaptable in the urbanized and widespread monopoly world of the century. This innovative concept influences the ever-clearer demarcation of the terms 'style' and 'fashion', as well as the international vision for clothing design internationally. The monograph clearly demonstrates the continuity of currents and how this affects the change of vision and how a certain commitment to a style demonstrates personal beliefs and behaviour.

The most interesting and valuable thing about Christina Savova's work, however, is that by expanding her monograph, the reader readily adopts a fascinating story, identifying him/herself with various fashion icons, demonstrating different social positions and tastes, with images illustrating the text as possible the best way and finds answers to the mechanism by which ideas that formed the basis for our ideas were formed, how they functioned and their response today.

II. Teaching and teaching activities

The candidate holds an academic rank chief Assistant in the professional field 8.2. Fine Arts.

Teacher in fashion design (artistic design and structuring of apparel).

She has the required training and classroom work; shares her teaching experience; provides activity in a practical environment outside the respective higher education institution, prepares new lecture courses.

She carries out modernization and updating of curricula by providing a sound **research and creative agenda**.

She actively participates in the University's candidate student campaigns and organizes public creative events inside and outside the NBU (conferences, seminars, exhibitions, fashion shows and performances)

III. Administrative and public service

The candidate is Director of the Programme Board of the Design Department; Participates in the department councils with accepted proposals and in the training programmes of the teaching and administrative staff of NBU;

She is actively involved in organizing public creative events inside and outside the NBU (conferences, seminars, exhibitions and etc.)

She participates in General Academic Projects and has provided evidence of theoretical and artistic achievement in the arts that does not repeat the ones submitted for the academic rank **PhD**, and for occupation of academic rank **chief assistant**.

The candidate conducts active scientific work with PhD students whose topics are related to scientific problems affecting the fields of contemporary fashion, art and design.

The candidate is a leader and participant in academic projects and conferences.

In addition to being a theorist, **Christina Savova** is known in the professional community as an active and productive author. This is evidenced by the list of numerous and regular exhibitions, fashion shows and clothing designs created by her.

In conclusion, in view of the above assets in the candidate's teaching, publishing and creative activity, I express my positive opinion of her application in the competition and propose **Ch. As. PhD Christina Georgieva Savova** to attain the academic rank **Associate Professor** in **8.2. Fine Arts (fashion)** Design Department, NBU.

15. 12. 2019

Member of Scientific Jury:

Assoc. Prof. PhD Anna Tsolovska