

OPINION

by Assoc. Prof. Kalina Hristova Hristova, Ph.D,
Department of Fine Arts, New Bulgarian University, 8.2 Fine Arts
of the materials submitted for participation in the competition for the occupation of the
academic position Associate Professor of New Bulgarian University, Sofia
by Higher Education 8. Professional Arts 8.2 Art (Fashion)

In the competition for "Associate Professor", announced in the State Gazette, SG No. 62 / 06.08.2019 and on the website of the New Bulgarian University for the needs of the Design Department, Assistant Professor Christina Georgieva Savova, PhD from the Design Department, New Bulgarian University participated as the only candidate.

I. General presentation of the procedure and the candidate (Assessment of compliance with the minimum national requirements and requirements of New Bulgarian University)

Assistant Professor Christina Savova, PhD, has completed her Master's Degree in 2004 at NBU, Sofia, in the Master's degree in Fashion Design. In 2010 she was enrolled as a PhD student in the Doctor of Design program of the Design Department and researched the fashion styles from Worth to Dior (1850-1950) under the direction of Assoc. Prof. Yordanka Chernayeva. In 2013 she successfully defended her thesis.

Assistant Professor Christina Savova, PhD, she has started working as a part-time lecturer as an assistant in the art and design of clothing. After defending her dissertation, she became a full-time teacher of clothing design and director of the Experimental Atelier in Fashion at NBU. Her professional realization at the New Bulgarian University continued in the position of Assistant Professor, as well as her administrative duties as a Program Director / Consultant and currently Director of the Program Board of the Design Department, she has more than a full occupation of courses in Bachelor of Fashion and a Master's Degree in Fashion and Styling programs.

Assistant Professor Christina Savova, is a member of the Union of Journalists, Bulgarian Association of Manufacturers and Exporters of Apparel and Textiles (BAPIOT), Association for New Design Initiatives (ANDI), Branch Organization of Textiles and Apparel (BOTI).

Assistant Professor Christina Savova meets and exceeds the minimum requirements of the NBU's ZRAS.

II. General characteristics of the candidate's activity

The professional realization of the candidate is related not only to teaching in the specialty, but also to author's projects in the field of fashion and artistic design and design of clothing, theory and history of fashion, forecasting and fashion trends.

For the last five years, Assistant Professor Christina Savova has 17 publications, most of them already printed, and her published monograph *Contemporary Fashion Styles. Formation. Development. Trends*. This active research activity supports the candidate's creative and professional interests and achievements. During the same period she has participated in 23 creative events, took part in more than 15 exhibitions, creative forums and scientific conferences.

I would like to draw your attention to the monograph presented to the procedure, which I consider to be a significant argument in support of candidate's application. As Christina Savova herself notes in her introduction to her book, 'the science of fashion design is still neglected in Bulgaria, probably because of the underestimation of the role, place and importance of fashion for man'. Already here, the author seeks to clarify the concepts of fashion and style that currently have numerous definitions, pointing out that 'the complex nature of fashion as a changing phenomenon does not allow it to be approached with standard scientific tools and methodologies'.

That is why Christina Savova has chose to write this book in a modern and understandable language, introducing us to the world of fashion with *style*, so that this book would be interesting not only for professionals or students studying fashion design, but also for the public in general.

After going through the styles in fashion, from the formation of their development to their place in our times, Christina Savova comes to the conclusion that 'one could say that today, fashion becomes a kind of connective tissue of a cultural organism and is essential to the world of mass communication and modernity'.

This monographic work, in addition to its scientific contributions to the definition of fashion styles and their contemporary aspects, is a truly interesting and wonderfully designed graphic edition, a wonderful book.

III. Teaching and teaching activities

Assistant Professor Christina Savova, Ph.D., has a busy curriculum that includes increased classroom and extracurricular workload, despite her administrative responsibilities and her artistic and creative activities.

As we see Assistant Professor Christina Savova is a dedicated teacher who is really helpful to her students, which also shows their assessment of her teaching activity (4.92). Most notably the many projects that she is initiator or mentor of, involving students at BP Fashion, as well as graduates, exhibitions, seminars and fashion shows show the true achievements of her work - the presence of talented and successful students and accomplished professionals.

IV. Administrative and public service

From the beginning of her teaching activity Assistant Professor Christina Savova is involved in the administrative work of the Design Department. Starting in 2003 by Director of the Experimental Atelier in Fashion at NBU, going through the duties of Program Director, until present days in which she fulfils the administrative duties of Director of the Program Board of the Design Department.

Administrative duties require not a small amount of time, a concentration that is difficult to combine well with active scientific or creative work. In spite of all its additional obligations, Assistant Professor Christina Savova succeeds in being an active creator, a young scientist and a very good teacher.

A significant contribution to the development of the programs of the Department of Design is the participation of Assistant Professor Christina Savova in improving and updating the courses she leads; developed the author's courses and her participation in the creation of the successfully launched bachelor's program Web Design and Graphic Advertising (Catalog 2018/19) and the master's program 'styling' (Catalog 2015/16).

Assistant Professor Christina Savova has participated actively as a tutor in the pilot project Tutoring System at NBU (2018/19) and she was a member of the Accreditation Committee of the Faculty of Basic Education for the period 2012/13. In 2017 she has become a scientific supervisor of 22 graduates, a reviewer of 18, she also has participated in 64 exam committees, and she has been an academic mentor for the Student Practices project at the Ministry of Education and Science.

V. Personal impressions of the candidate

I can express my personal positive impressions from Assist. Prof. Christina Savova - a colleague, with whom we started teaching in NBU at almost the same time. We have worked together on a number of educational and creative projects, but also other projects related to the promo campaign of the NBU Arts programs. We both have been occupied in the Administration as program consultants and directors.

One of our recent collaborations is the interdisciplinary and interdepartmental seminar *Presentation – a term, heterogeneous meanings* that we pursue with the idea of being useful to students and colleagues to improve their verbal, visual, behavioural and stylistic presentation skills. We as faculty members from the departments of Mass Communication, Fine Arts, Economics and Design have tried to sustain students' interest in this interdepartmental seminar for several years. I am convinced that there are more future projects ahead of us.

VI. Opinions, recommendations and notes on the candidate's activities and achievements

I have no critical or negative comments on the overall presentation of the candidate.

All of the above gives me reason to claim that I know well the capabilities of Assistant Professor Christina Savova as an erudite administrative specialist, author and excellent lecturer, who fully meets the requirements for the position that is the subject of this competition.

CONCLUSION

In conclusion I would like to express my positive opinion on the outlined contributions to creative and research work of Assistant Professor Christina Georgieva Savova, as well as her teaching activities, which are totally corresponding to the field and professional direction of the announced competition.

I urge the distinguished members of this jury to support her application and to propose to the Academic Council of New Bulgarian University the Assist. Prof. PhD Christina Savova to attain the academic rank Associate Professor in the professional field 8.2. Fine Arts (Fashion).

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(Assoc. Prof. K. Hristova, PhD)