

REPORT

By Prof. Dr. Anna Ilcheva Tzolovska

on 8.2. Fine Arts

SU „Saint Kl. Ohridski“

For participation in a contest

For filling the academic position of professor.

Higher education field 8. Arts, 8.2. Fine Arts,

DESIGN Department, NBU, Sofia,

Published in State Gazette No. 8 dated 28.01.2022

Applicant: **Associate Professor Dr. Elena Georgieva Todorova**

I. Estimation of compliance with the minimal national requirements and the requirements of the New Bulgarian University

In accordance with Order No. 3-PK-153/01.03.2022 of the Rector of the NBU, as a member of the scientific jury I hereby present my *written report* concerning the applicant's qualities and the assessment of her habilitation work with which she participates in the above procedure.

Associate Professor Dr. Elena Georgieva Todorova is the sole applicant.

The documents and materials, presented by Assoc. Prof. Dr. Elena Georgieva Todorova **comply with and cover the minimum national requirements** and correspond to the Regulations on conditions and order of acquiring scientific degrees and filling academic positions in the NBU. The documents presented show that the applicant has long teaching, theoretical and remarkable creative work supported by a large number of prestigious national prizes.

My assessment for the applicant is in following directions:

II. Research (creative) work and designs

The applicant Assoc. Prof. Dr. Elena Todorova presents her **habilitation work „Author's Coin Design“** created in the period stated in the self-estimation presented. The work represents a detailed and professional description of 35 coins for the BNB, most of them jubilee, created by Elena Todorova. She has followed the artistic and technical reasons for designing each coin; all of the have been realized because of winning first prizes in national coin design competitions. All images have been taken from BNB's official site.

She supports her application with the following publications:

Todorova Elena (2019). „Social Symbolism of Jewelry"- On-line magazine „Textile and

Clothing“ STU on TOK, ISSN 2535-0447(tok-bg.org); No. 8, p. 21.

Todorova Elena (2019). „The Amazing Rene Lalique“ "- On-line magazine „Textile and clothing“ STU on TOK, ISSN 2535-0447(tok-bg.org); No.7, p. 5.

Todorova Elena (2019). „Money – Symbol and Typical Feature of Civilization“- On-line magazine „Textile and clothing“ STU on TOK, , ISSN 2535-0447(tok-bg.org); No.3, p. 17.

Todorova Elena (2018). „Brooches“ "- On-line magazine „Textile and clothing“ STU on TOK, ISSN 2535-0447(tok-bg.org); No. 7, p. 198.

Todorova Elena (2018). „The accessory Technique “Shibori” – On-line magazine „Textile and clothing“ STU on TOK, , ISSN 2535-0447(tok-bg.org); No. 6, p. 163.

Todorova Elena (2018). „Felt Accessories“- "- On-line magazine „Textile and Clothing“ STU on TOK, , ISSN 2535-0447(tok-bg.org); No. 5, p. 131.

Todorova Elena (2017). "Application of ancient textile techniques in fashion accessories" “Textile and clothing” Magazine STU on TOK, ISSN: 1310-912X; No. 4, p. 103.

Todorova Elena (2017). "Slow and fast fashion in accessories" “Textile and clothing” Magazine STU on TOK, ISSN: 1310-912X; No. 3, p. 74.

Todorova Elena (2014). "Jewelry and an Economic Crisis", Symposium Part 2; 14th General Textile Conference 2014 on the topic: "Innovations in textile and clothing", ISBN: 978-954-91951, STU on TOK, Sofia 2014.

Todorova Elena (2014). " Slow and fast fashion in accessories ", symposium part 2; 14th General Textile Conference 2014 on the topic: "Innovations in textiles and clothing", ISBN: 978-954-91951, STU on TOK, Sofia 2014.

Todorova Elena, „Jewelry collection – floral motives“, International conference symposium „Korea-Russia INTERNATIONAL INVITED FASHION EXHIBITION, 2011“

Todorova Elena, „Jewelry collection – silver and enamel“, International conference symposium „Annual International Invited Fashion Exhibition 2010-.

Reviews on realized author’s products or creative participations in specialized art publications :

Prof. Dr. Panayotova Emilia – Review on: „Elena Todorova and her book „Jewels as signs and symbols“ "- On-line Magazine \Textile and Clothing”“ STU on TOK, ISSN 2535-0447(tok-bg.org); No.8, 2020, p. 21.

Prof. Dr. Blajeva Maria – Review on: „Elena Todorova’s new book „Jewels as signs and symbols“ "- On-line Magazine \Textile and Clothing”“ STU on TOK, ISSN 2535-0447(tok-bg.org); No.3, 2021, p. 65.

Citing by other authors:

Todorova Elena., (2019). „The amazing Rene Lalique“ "- On-line Magazine \Textile and Clothing”“ STU on TOK, ISSN 2535-0447(tok-bg.org); No.7, 2020, p. 5.

Cited by: Anev Svetoslav, „Furniture design – factors and aspects in modern development“ „

Sofia, (2021), p. 61.

Todorova Elena (2019). „Money – symbol and typical feature of civilization“- On-line Magazine \Textile and Clothing”“ STU on TOK, ISSN 2535-0447(tok-bg.org); No.3, 2020, p. 17.

Cited by: Panayotova Emilia, „Impact of environment and natural forms on design“, Scientific publications symposium of Design, Architecture and Fine Arts departments 6/2019-2020, NBU Publishing House, Sofia, 2021, ISSN 1314-7188, p. 153. Printed about 20.05.2021

Todorova Elena (2019). „Social symbols of jewelry"- On-line Magazine \Textile and Clothing”“ STU on TOK, ISSN 2535-0447(tok-bg.org); No.8, 2020, p. 21.

Cited by: Panayotova Emilia, „Fashion as social and cultural phenomenon“, Scientific publications symposium of Design, Architecture and Fine Arts departments 6/2019-2020, NBU Publishing House, Sofia, 2021, ISSN 1314-7188, p. 161. Printed about 20.05.2021

Todorova Elena (2019). „The amazing Rene Lalique“ "- Online magazine „Textile and clothing“ STU on TOK, ISSN 2535-0447(tok-bg.org); No. 7, p. 5. **Cited by:** Vassileva Yana, „Application of high and deep printing in the fashion engravings at the beginning of the 20th century“, Scientific publications symposium of Design, Architecture and Fine Arts departments 6/2019-2020, NBU Publishing House, Sofia, 2021, ISSN 1314-7188,

She has a scientific and education degree “doctor” since 2018

Theme of scientific thesis:

Todorova Elena, „Symbols and functionality in coin design“, NBU, defending date 22.05.2018, scientific supervisor Prof. Dr. Emilia Panayotova, 181 pages.

The results of her participation in research and creative projects and the application of the results obtained are evident:

A large number of realized coins, prize statuettes and plackets, jewelry exhibitions, organization and participation in fashion forums, as described in the NACID reference.

III. Education and teaching activity

a. She has the necessary teaching and auditorium occupation; she successfully uses the Moodle platform; she shares her teaching experience; she ensures activities in practical medium outside the university; she prepares new courses

b. She renews and modernizes the teaching programs and proposes well-grounded **researching and creative program.**

c. She actively participates in student applicant campaigns of the university – meeting with applicants, visits of schools and colleges, organization of exhibitions.

d. She participates in the organization of public events in and out of NBU (conferences, seminars, exhibitions, fashion shows),

She has been the scientific supervisor of 3 successful graduate students, reviewer of 38 bachelor and master theses,
Participation in 232 examination committees at the BF and MF

IV. Administrative and social activities

Member of the BF faculty council since 2018 to-date

Member of the program council at the Design department since 2014 to-date

Member of the NBU Academic Council between 2009 and 2011.

Member of the BF faculty council between 2009 and 2012

Head of the Design Department between 2009 and 2011

V. Personal impressions of the applicant (if any)

Elena Todorova is one of the best experts in the field of coin design in our country. In her researches she discovers a new, different and generalized recourse to evolution of images, methods of production and social relations with regard to coins on a comparison principle in various societies. Her texts on this topic are very deep and extremely interesting. Unlike other similar works, which, due to professional precision, study the problem from too close a distance giving no possibility of comparison and a distanced view, her works give us the chance to follow how the development of society, respectively of technologies, reflect on imagery, visual reflections that humanity does and estimates.

Elena Todorova sets the task to present the historic genesis of coins; to analyze images on coins from the viewpoint of technical and esthetic features and discover the meaning of imagery in various historic epochs;

She describes and analyses the symbolic meaning of coins; she studies their images, she researches the composition solutions, their importance and artistic qualities, and applies this knowledge successfully and creatively in her work. She builds up her well discernible style, and what is much more difficult, it is in perfect agreement with composition requirements in coin design.

As Ms. Todorova is a well-known expert in the field of designing and creation of coin images, a debateless erudite with huge experience in the field of coin art, she demonstrates and discovers her research on possibilities of organizing a synthetic model, based on which images on coins can be created. She regards coins as social and psychological phenomena, as a mystic equivalent in quantity and quality of almost everything in social recourse and discusses peculiarity in their acceptance, also in a psychological plan. She points out and successfully uses social-psychological and individual-psychological dimensions of accepting coin images. She impresses with her exceptional plastic abilities, esthetic taste and feeling to miniature reliefs and their content. She is a deserved laureate of numerous national awards and distinctions and has a very large number of realized projects; a part of them is her habilitation work presented in her professor application.

VI. Opinions, recommendations and remarks to the work and achievements of the applicant

I can only state my admiration of Elena Todorova's creations and congratulate her for her work in the field of artistic miniature reliefs.

As a conclusion, taking into consideration the above stated activities in the fields of teaching, publications and creative work of the applicant, I express my wholly **positive assessment** of her application in the contest and I propose that **Associate Professor Dr. Elena Georgieva Todorova** to be distinguished with the academic title of **Professor on 8.2. Fine arts** at the Design Department, NBU.

Prof. Dr. Ana Tzolovska – Member of the scientific jury

Signature:

Dated: 22.05.2022