

Review

From assoc. prof. dr. Ivo Nikolaev Popov,
New Bulgarian University, department of Design
for acquisition the scientific degree "Doctor of Science"
in the field of higher education 8. Arts
professional field 8.2 Fine arts

With candidate

Bilyana Atanasova Kaloyanova

Dissertation work

PRIMARY CREATIVE AND CONCEPTUAL APPROACHES IN THE SYSTEM OF
INTERIOR DESIGN IN THE XX AND XXI CENTURIES

General data on the procedure

A dissertation with a total volume of 200 pages is presented, which covers eleven parts, including an introduction, a conclusion and a bibliography. 42 footnotes have been made. The list of used literature includes 41 sources, of which 12 in Bulgarian and 29 in English.

The overall layout of the work, including the table of contents, footnotes, citations, list of references, meets established academic standards.

The dissertation work is fully in line with the normative requirements for obtaining the scientific and educational degree "Doctor of Science", as it shows that the candidate has in-depth theoretical knowledge and the ability for independent scientific research; contains scientific results that constitute an original contribution.

Significance of the researched problem in scientific and scientific-applied terms

The chosen topic is significant from a research point of view, as well as from a scientific-applied point of view.

It is significant in the first place because, especially in Bulgaria, but on a global scale, it has not been the subject of extensive research and analysis. The dissertation offers a different reading of styling by examining it through the discourse of the design approach. Although fundamental styles, currents and trends in 20th century design and 21st century contemporary design are examined, the research is not on style, but on the main design approaches and their application in the interior.

The subject of the research is the genesis, development, visual characteristics and theoretical concepts of the primary approaches in the system of interior design, their evolution during the historical period from the beginning of the twentieth century to the present day.

Precisely formulated objectives and tasks of the dissertation

I believe that the goals and objectives of the research are clearly and precisely formulated.

- to examine and classify the main design approaches in the system of modern interior design;
- each approach to be defined and analyzed in its genesis, development and current state;
- to explore the basic practices, concepts and visual language of each approach;
- the approaches should be examined in the context of the historical period in which they originated and developed;
- to structure and classify the main tools of each approach;
- to create an up-to-date criteria apparatus and categorization concerning the specifics of the concrete approaches according to their signs and aspects;
- to create a terminological dictionary of the primary definitions related to design approaches in modern interiors. The vocabulary to position design adequately in the situation of modern culture;

- the time frame of the research should cover the period from the beginning of the 20th century to the present day.

Evidence that the dissertation work was developed independently and does not literally repeat the topic and a significant part of the content of the work presented for the acquisition of the educational and scientific degree "doctor"

In 2012, the candidate defended his doctoral thesis on the topic "Conceptual design. New trends and practices'. The proposed dissertation work, the subject of the present procedure, differs significantly from the work presented for the acquisition of the educational and scientific degree "doctor". Evidence that the work was developed independently can be found in the candidate's publications on the topic, as well as the two published monographs:

Kaloyanova, Bilyana (2022). Structural approach in interior design in the 20th century. Sofia: [Ed. author] ISBN - 978-619-188-800-9 COBISS.BG-ID – 53185288

Kaloyanova, Bilyana (2016). Conceptual and sustainable design. Sofia: Fund. Literary newspaper, ISBN - 978-954-9602-49-4 COBISS.BG-ID – 1285279204

Degree of knowledge of the state of the problem and correspondence of the literature used

The analyzed research question, as noted above, has been little developed and researched in Bulgaria. This is the reason why the candidate mainly used sources, mostly in English - 41, clearly presenting an excellent knowledge of the state of the problem.

Accuracy in citing a representative number of authors

I believe that the candidate has approached responsibly and has correctly cited the authors he refers to. The same applies to the sources of applications with photo material.

Availability of a substantiated and developed theoretical model of the study

The dissertation synthesizes analytical, historical, and evaluative methods through which it interprets, interprets, summarizes, evaluates, concretizes, and classifies major research theses.

The main research method used is systematic analysis. Each approach is considered as a system of elements, the influences and connections between them are explored. The studied elements are, on the one hand, directly analyzed through the visual image and the functional analysis of the specific objects referring to the defined approach. The overall systems are also studied in relation to the socio-cultural features of the specific historical period and the social processes taking place during it, influencing the formation of the visual sign in the design, the understanding of the leading narrative in the design (e.g. functional, conceptual, sustainable) and the construction of the fundamentals of interior design today.

Historical-genetic method. The history of formation and development of each approach, in a specific time period, has been studied. Historical facts and events have been researched, and their significance for the formation and development of each approach has been interpreted.

Comparative analysis. Through this method, the constituent elements of each approach were examined and analyzed by visual, compositional, functional and conceptual characteristics. The methodology of comparative analysis has also been applied to the study of theoretical constructions in specialized and scientific literature.

Correspondence between the chosen methodology and the set goals and task

I find full correspondence between the chosen methodology and the set goals and task.

Evaluation of the dissertation and its contributions

I fully share the scientific contributions of the dissertation work indicated by the candidate in the abstract, noting the following:

- For the first time in the Bulgarian academic and university community, a scientific study focusing on the main approaches in the system of modern interior design is being carried out.
- The present dissertation for the first time explores the primary design approaches, analyzes them in their genesis, development and current state.
- The dissertation classifies and defines the leading concepts and characteristic visual language of each approach, structures their main toolkit, creates an applicable criteria apparatus.
- The research makes a significant contribution to the theory and practice of contemporary interior design. The dissertation work enriches the theory of design by introducing into the scientific terminology the concept of design approach, in its entirety, at the same time as a conceptual foundation and a practical tool applicable in the practice of interior designers.
- The scientific work is of an author's nature with a specific point of view of a designer practitioner and theoretician, researcher of design.
- The research methodology is appropriate and applicable to the goals and objectives of the dissertation work.
- The dissertation concerns interdisciplinary issues and has an interdisciplinary character, it explores the connections and interactions of interior design with modern materials science, ecology, biosystems, as well as other areas of scientific knowledge.
- The dissertation uses as a source of information a wide range of scientific literature not published in Bulgaria. The work also interprets information that is significant in terms of volume and little touched on in the scientific literature, in the field of interior design.

The research shows that the candidate has in-depth theoretical knowledge and research on the main design approaches essential to the interior design system. Each approach is researched and analyzed in the specific historical context of its origin and development, as well as its current state. The three main approaches - structural, decorative and sustainable design approach - are defined and classified both through their conceptual essence and theoretical basis, as well as according to their specific practical tools and visual language. It is in this direction that I find that serious theoretical

generalizations have been achieved and solutions have been proposed. Thus, the dissertation represents an original contribution to science.

Assessment of the degree of personal involvement of the dissertation candidate in the contributions.

The research topic is new for Bulgaria, therefore there is no doubt that the candidate himself prepared and developed both the findings and the proposals he made. The contributions are entirely the personal achievement of the dissertation candidate.

Assessment of the compliance of the abstract with the main points and contributions of the dissertation work.

The presented abstract corresponds to the main points and contributions of the dissertation work. It describes both the methods and the contributions of the dissertation.

The study consists of the following parts:

- Introduction.
- Object, subject, goals and tasks
- Research methods.
- Contributions of the dissertation work.
- Structural design approach.
- Decorative design approach.
- Sustainable design approach. Design in the context of sustainable development.
- Sustainable approach in modern design. Eco design, green design.
- Application of the sustainable approach in modern interior design. Processes, materials and products.
- Conclusion.

Dissertation impacts on the external environment.

Participation in scientific conferences and reports are presented:

- Kaloyanova, B., Sofia, 2022, Review of "Hungarian Traces in the Development of Modern Design", Medialog Magazine, 11/2022, Sofia, 2022, ISSN 2535-0846, pp. 279-283
- Participation in a national round table "Exhibition design and creative industries" New Bulgarian University - departments "Design" and "Anthropology" 28.02.2020
- Scientific report on the topic "The influence of Bauhaus on contemporary conceptual design" presented at the jubilee international conference "The Century of Bauhaus" - 100 years of "Bauhaus", 10 years of the "Architecture" program at NBU Arch&Urban' 2019 11.11.2019
- Scientific report on the topic "Sustainable design and mimicry in design" Presented at the international scientific conference 4th International Conference Arch&UrBaN'2018 "Modernism&Sustainability" Architecture&Nature 7th June 2018, NBU
- Scientific report on the topic "The question of identity and artificial reality in the project "Lost Places" by Vesela Stanoeva" presented at the national scientific conference "Identity and artificiality of reality in art, design and architecture" 30.01.2018 NBU
- Kaloyanova, B., Sustainable design and creative practices, Sofia, 2019, collection of scientific reports no. 4, NBU publishing house, ISSN 1314-7188
- Scientific report on the topic "Conceptual trends in design in the 60s - 80s of the 20th century" Presented at a scientific conference with international participation "50 years of academically educated in design in Bulgaria" National Academy of Arts, 12-13.12.2014
- Kaloyanova, B., Conceptual trends in design in the 1960s - 1980s, Sofia, 2014, collection "50 years of academically educated design in Bulgaria", NHA publishing house, ISBN 978-954-2988-19 -9
- Kaloyanova, B., Perspectives before design. Conceptual design, Sofia, 2013, collection "Problems and perspectives in the development of modern design and decorative and applied arts", publishing house of the National Academy of Arts, ISBN 987-954-2988-10-6
- Kaloyanova, B., Conceptual trends in design in the 20s of the 20th century, Sofia, 2013, collection "Department "Design and Architecture" scientific reports", publishing house of NBU, ISBN 9789545357916

- Kaloyanova, B., Ready-made and re-design as part of the system of conceptual design, Sofia, 2013, collection "Department "Design and Architecture" scientific reports", publishing house of NBU, ISBN 9789545357916
- Scientific report on "Using Ready Made Elements As Alternative Means of Expression in Design", published on the official website of the Seventh International Scientific Conference DESIGN: PRINCIPLES & PRACTICES, Tokyo, March 6-8, 2013
- Scientific report on "Perspectives before design. Conceptual design" delivered at the scientific conference "Problems and perspectives in the development of contemporary design and decorative applied arts", National Academy of Arts, Sofia, 06.12.2012
- Scientific report on the topic "Ready-made and re-design as part of the conceptual design system" presented at the second inter-university scientific conference "Creative practices and sustainable design", NBU, Sofia, 31.10.2012
- Scientific report on the topic "Conceptual trends in design in the 20s of the 20th century" Presented at the scientific conference "Design and architecture - theory, practice and interaction" dedicated to the 20th anniversary of the NBU, Sofia, June 15, 2011
- Scientific report on "Conceptual Art and Radical Design in 1960s and 1970s" Published on the official website of the Fifth International Scientific Conference DESIGN: PRINCIPLES & PRACTICES, Rome, February 02-04, 2011

All of these are related to the thesis topic and demonstrate the candidate's in-depth research and analysis in the field of sustainable and conceptual design.

Personal evaluation of the candidate

I have known the candidate Bilyana Kaloyanova since 2009.

From the academic year 2013/2014 ch. Bilyana Kaloyanova, assistant professor, is a full-time lecturer in the Design Department of the NBU, which is why I have immediate impressions of her work. I can note that the feedback from students and colleagues about the candidate's work is positive. The dissertation colleague actively participates in all exhibitions and creative workshops of the department.

Opinions, recommendations and notes.

I would recommend that she continue her research interests in the field of conceptual, sustainable and eco design, in which the dissertation colleague is currently the holder of this discipline at NBU.

CONCLUSION

Bearing in mind the quality of the research work on the dissertation work, the summary assessment of the achieved results, the indisputable originality of the main conclusions and the scientific contributions made in the presented work, I am fully convinced that I propose to the Scientific Jury to award BILYANA ATANASOVA KALOYANOVA the scientific degree "DOCTOR OF SCIENCES", Scientific area: 8. Arts professional field 8.2 Fine arts.

Sofia, 10.05.2023

assoc. prof. dr. Ivo Nikolaev Popov