

## OPINION

By acquisition procedure  
of a scientific degree "Doctor of Science"  
in the field of higher education 8. Arts  
professional field 8.2 Fine arts

“Primary Creative and Conceptual Approaches in  
the System of Interior Design in the 20th and 21st centuries”  
on dr. Bilyana Kaloyanova, assistant professor,  
Design Department of the NBU

by Prof. Dr. Bisera Valeva, SU "St. Kliment Ohridski"

1. The dissertation work of Bilyana Kaloyanova, submitted for opinion, is divided into: introduction, three chapters, conclusion, terminological dictionary and bibliography. A total of 111 images are included that illustrate the author's theses. The appendix with reproductions is to the total volume of the book after the bibliography - from 150 pages to 169 pages. The total volume of work is 200 pages. The bibliography consists of 41 sources - main titles in Cyrillic (13 items), Latin and internet sites (28 items). A good impression in the structure of the text is made by the summarized and synthesized conclusions at the end of each chapter.

The presented materials for obtaining the scientific degree "Doctor of Sciences" meet the minimum national requirements and meet the requirements of the NBU. The dissertation candidate has the required number of points in all groups of indicators of the table with minimum requirements for the scientific, teaching and/or artistic-creative activity of the candidates in professional direction 8. Arts, 8.2. Fine art, in accordance with PPZRASRB and the requirements of the New Bulgarian University.

2. The object of the research, the subject, the tasks and the research theses are specified and identified in the introduction. The work in its entirety is dedicated to



interior design and is focused on a dynamic modern and contemporary period (XX-XXI century).

The work is a continuation of the author's research from her already completed monograph (Structural approach in interior design in the 20th century. S., ed. author. 2022, 96 pp. ISBN – 978-619-188-800-9).

3. The subject of the research interest of Ch. Assoc. Dr. Bilyana Kaloyanova are the different approaches in implementations in interior design (structural, decorative, sustainable), which are considered as an inseparable whole from the perspective of the time segment. This period, defined by the author, is from the beginning of the twentieth century to the present day, because, according to her, "this is the period in which the main approaches can be indicated and defined", because the dynamics in the development of design, as a complete system, and the development of society proves dependence. She articulates the approach-specific practices, guiding concepts and generated visual design codes clearly distinguishable within an individual approach. Her research, both as a theorist and as a practicing designer, professionally introduces and handles terminology (scientific apparatus) based on various theorists (in the field of design), as well as interdisciplinary and semiotic practices. The dissertation candidate focuses on the variability in interior design, influenced by a certain socio-cultural environment, finding her specific authorial position in a subject that is considered in too much detail. In the context of her research, she formulated the opinion that her approach to examining and systematizing approaches in interior design seeks to refine and enrich the specialized literature on the subject and also to objectify the approach as a basic toolkit in the interior designer's practice.



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4. The research focus of ch. assistant professor Bilyana Kaloyanova in the third chapter - Sustainable approach in design, on practices in interior design based on sustainable development. The quality of the text is the approaches to different theorists, which form a "manifesto" (according to the author), which, although sufficiently abstract and ephemeral, relies to a large extent on the created mythologeme as the focus of attention of both professionals and society. The emphasis on is essential Stuart Walker, who theorizes the process of "evolution of the modern myth", and the author logically and professionally adapts it to her thesis on the sustainable approach in interior design.

The dissertation candidate focuses on numerous challenges of modern times, which provoke new technologies, and which, in turn, create the design features associated with the newly formed social spaces. The structure of the chapter is divided according to the presented examples, trends and those for interior design in correlation with social changes affecting art from the middle of the 20th century to the present day. The illustrations to this part of the text support the research findings of ch. Assistant Dr. Bilyana Kaloyanova. She emphasizes the presence and role in shaping the interior design of the two decades of the 21st century of various conceptual theories, provoking innovative actions based on "fundamentally sustainable development".

Attention deserves the detailed view of Ch. Assistant Professor Bilyana Kaloyanova on the materials, objects and processes, the selection and relationship of which are in harmony with the essence of the sustainable design approach. The author emphasizes the completely new thinking, the new philosophy of the designers turned to the recycled and biodegradable materials that are used in the interior. Its emphasis on non-toxic coatings, on such components, which have a favorable effect on the construction of a suitable (healthy) environment for the inhabitants of the respective space, is valuable.

The dissertation candidate interprets the theories of Viktor Papanek based on his concept of "responsible design". She successfully defends her thesis about eco-design and



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Appendix 5 to the Ordinance on the Development of the Academic Staff of the NBU the cycle it creates regarding reuse or as mentioned in the text "the possibility of the object being subject to repair, repair, recycling, etc." The author summarizes and derives her personal position on the design practices and theoretical positions of designers such as Fouad-Luc,

Karla Nielsen, David Taylor, Daniel Mihalik, the Campana brothers, Alessandro Mendini, Teio Remi, René Veenhausen, etc. This type of position gives value to critical research and affirms the personal creative position of Ch. assistant professor Dr. Bilyana Kaloyanova as a designer.

5. The contributions of the work both as theoretical-practical and as scientific-research are specified in the introduction on pages 8-9. They represent the research effort in the work of the dissertation candidate to formulate and prove the theses of the work. The interdisciplinary nature of the work, in which the theoretical emphasis is placed on the connections and interactions of interior design and the currently developed materials science, ecology, biosystems, etc., is contributed. spheres of scientific knowledge.

The theoretical upgrade in research on the practices of modern interior design is also beneficial. It is carried out by introducing the concept of design approach "as a conceptual foundation and a practical tool, applicable in the practice of interior designers" into the professional terminology.

6. The dissertation candidate does not limit herself only to the field of her theoretical-research activity, but also realizes herself as an interior designer, whose respectful artistic criterion is materialized on the basis of the methods approved in the study. The methods applied in the dissertation work are the historical and formal analysis, as well as the critical - analytical method in the study of the literary sources. The leading research method is



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Appendix 5 to the Ordinance on the Development of the Academic Staff of the NBU systems analysis. For Bilyana Kaloyanova, each approach is a conglomerate of elements that require a detailed study of the influences and connections between them.

The quality of the text is the focus on the systems representing the relationship with the socio-cultural features of the specific historical period, which gives rise to the formation of a characteristic visual appearance in the design, the understanding of the main narrative in the design (for example, functional, conceptual, sustainable), as well as the construction of the foundations of the modern interior design.

The conclusions and theoretical propositions in the presented work, taking into account the specifics of the various design specialties, would be useful in the academic preparation of students from universities where art is taught, and in particular design in its various forms, as well as art history and theory.

7. Through the published publications - articles, studies, reports in specialized collections such as: Hungarian Traces in the Development of Modern Design. In: Medialog, 11/2022, Sofia, 2022, ISSN 2535-0846, pp. 279-283; National Round Table "Exhibition Design and Creative Industries", New Bulgarian University - Departments "Design" and "Anthropology" 28.02.2020; Bauhaus influence on modern conceptual design. Jubilee international conference "Century of Bauhaus" - 100 years of "Bauhaus", 10 years of "Architecture" program at NBU Arch&UrbaN'2019 11.11.2019; Sustainable design and mimicry in design, International Scientific Conference 4th International Conference Arch&UrBaN'2018 "Modernism&Sustainability", Architecture&Nature 7th June 2018, NBU; The issue of identity and artificial reality in the "Lost Places" project of Vesela Stanoeva, National scientific conference "Identity and artificiality of reality in art, design and architecture" 30.01.2018; Sustainable design and creative practices, S., 2019, collection



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Appendix 5 to the Ordinance on the Development of the Academic Staff of the NBU of scientific reports no. 4, NBU publishing house, ISSN 1314-7188; the results of the dissertation work have the necessary popularization among specialists in the field.

Besides these publications ch. Bilyana Kaloyanova, assistant professor, is the author of two monographs - "Conceptual and sustainable design", 2017, Publisher:

"Literary Gazette" Foundation; as well as "Structural Approach in Interior Design", 2022 NBU

8. The accompanying abstract correctly reflects the main ideas in the overall development.

9. The recommendations that can be made to the future development of labor are in a structural and substantive aspect.

The appendix is better separated from the general body of the text. Thus, the volume in the individual chapters will logically grow. In the Cyrillic bibliography, it is good to include other authors - Sasha Lozanova, for example.

These notes do not belittle the work of the dissertation candidate, but are aimed at better future realization of the work.

## 10. Conclusion

Based on the theoretical and practical-applied results, on the basis of the applied visual examples in the presented work "Primary creative and conceptual approaches in the system of interior design in the 20th and 21st centuries", as well as my assessment of the scientific publications of the dissertation candidate, I have reason to propose to the scientific jury to award ch. Assistant Professor Bilyana Kaloyanova, Ph.D., the scientific degree "Doctor of Sciences".

**Signature:**

**Prof. Dr. Bisera Valeva**

08.05.2023r