

## **OPINION**

by Prof. DSc. Laura Ivanova Dimitrova

for awarding the scientific degree "Doctor of Science",

in the field of higher education 8. Arts

professional field 8.2 Fine arts

**NEW BULGARIAN UNIVERSITY**

Design Department

Dissertation

“Primary Creative and Conceptual Approaches

in the system of interior design in the 20th and 21st centuries”

on

Ch. Assistant Dr. Bilyana Kaloyanova

The dissertation has 200 pages and includes an introduction, three chapters, a conclusion and a glossary of terms, a bibliographic reference that contains 41 sources, of which 13 are in Bulgarian and 28 in English, appendices with 111 images.

The dissertation is written in an excellent style with proper use of specific terminology.

The abstract reflects the correct content of the dissertation.

"Primary creative and conceptual approaches in the system of interior design in the 20th and 21st centuries" is a thorough, purposeful and consistent study of a significant scientific problem - the main creative and conceptual approaches in interior design in the 20th and 21st centuries, which are defined by the author as a structural approach, decorative approach and sustainable approach. Each of them is studied entirely within the context of the historical period in which it exists. At the same time, Bilyana Kaloyanova analyzes their manifestation in exterior interior design, considers the appropriate ones as "a basic toolkit in the practice of the exterior interior designer" and proposes a system of criteria for their successful application.

The object and subject of the dissertation research are precisely defined.

The goals and objectives are clearly defined, justified and correspond to the chosen topic.

The preferred research methods correspond to the stated aims and objectives.

The dissertation examines little-studied sources - considerable volume and content of scientific literature not published in Bulgaria. The dissertation has an interdisciplinary character - emphasis is placed on the connections of interior design with modern material science, ecology, biosystems, as well as with other spheres of scientific knowledge.

"Basic creative and conceptual approaches in the system of interior design in the 20th and 21st centuries" is an original author's work in which, for the first time in Bulgaria, problems of essential importance for interior design - contemporary approaches - are studied and presented.

I consider the main contributions of the dissertation to be:

- the definition of the primary approaches in modern interior design;
- the presentation of the genesis, development and current state of the main approaches in interior design;
- the classification and definition of the leading concepts in each of the main approaches in modern interior design;
- the determination of the characteristic visual language for each of the approaches;
- the creation and application in practice of a set of criteria defining the different approaches.

All this gives grounds for the conclusion that the dissertation has a significant contribution to the theory and practice of modern interior design.

The introduction of the term "design approach" into the scientific terminology is of contributing importance.

An original contribution is also the presentation of the design approach both as a conceptual foundation and a practical tool in the activity of interior designers.

Bilyana Kaloyanova has made several scientific publications related to the topic of the dissertation, including two monographs: "Conceptual and sustainable design", published in 2016 and "Structural approach in interior design in the 20th century", published in 2022. Her article "Sustainable Design and Creative Practices" was published in NBU Scientific Reports Collection No. 4 in 2019.

The author participates in numerous scientific conferences, where she presents reports on topics close to her dissertation - a 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" at the NBU in 2019; scientific report on "Sustainable design and mimicry in design", presented at the international scientific conference 4th International Conference Arch&UrBaN'2018 "Modernism&Sustainability" Architecture&Nature, 2018, NBU; scientific report on the topic "The question of identity and artificial reality in the project "Lost Places" by Vesela Stanoeva", delivered at the national scientific conference "Identity and artificiality of reality in art, design and architecture" in 2018 at NBU, etc.

In 2020, the author participated in a national round table on "Exhibition Design and Creative Industries" at New Bulgarian University - Departments of "Design" and "Anthropology".

Bilyana Kaloyanova has been repeatedly cited in specialized scientific publications by the following authors - Bozhilov, Stanimir "The sacred arts in an architectural environment of the postmodern era" - "Mural painting - 75 years of an independent specialty", Collection of reports from a scientific conference. 2023, ed. NHA, Sofia ISBN 978-954-2988-76-2; Gorcheva, Maya "Cultural differences and dialogue" 2022, Avangard Prima, ISBN 978-619-239-811-8, cit. page 80; Gorcheva, Maya "Cultural practices for acceptance of difference" - The knowledge society and humanism of the 21st century. Proceedings of the 11th National Scientific Conference with International Participation, November 1, 2021. Comp. Lubomira Parijskova; Sofia: About letters - About letters, 2022, pp. 52–61. ISSN 2683-0094 (cited p. 58) Gebreva, Evelina, "Towards a new tactility in textile and interior design"; In "Medialog" magazine, 11/2022, Sofia, 2022, ISSN 2535-0846. cit. page 188; Serginov, Boris "Design: dialogue and monologue" 2015, ed.: New Bulgarian University, ISBN 978-954-535-859-3. cit. p. 359 and 361; Contemporary scientific research in the field of interior design. "Medialog" magazine, 11/2022, Sofia, 2022, ISSN 2535-0846, cited pp. 296-299, etc.

Reviews of Bilyana Kaloyanova have been published in the following scientific publications - monograph "Structural approach in interior design in the 20th century" - review by Serginov, Boris (2022); For a solo exhibition "Watercolor Letters". Reviewed by Lozev, Ruslan (2022); The hidden messages in the watercolor letters of Bilyana Kaloyanova. "Medialog" magazine, 11/2022, Sofia, 2022, ISSN 2535-0846, pp. 316-319; About the entire work of the author - a review in "Bulgaria: Save The Dreams. Contemporary Artists from Bulgaria", Imago Mundi (2015), curator of the issue Scorretti, Claudio, Italy, FABRICA, 2015, pp. 142-143; for the monograph "Structural Approach in Interior Design in the 20th Century" - review by Serginov, Boris (2022) and others.

## **Conclusion**

I believe that the presented dissertation work on the topic "Primary creative and conceptual approaches in the system of interior design in the 20th and 21st centuries", the abstract and the publications on the subject of the dissertation meet the requirements of the Law on DASRB and the requirements of the NBU. The author has been repeatedly quoted in specialized scientific publications, numerous reviews have been published about her scientific works and her creative activity.

Bearing in mind everything that has been said up to this point, I give a general positive assessment and confidently suggest to Ch. assistant Dr. Bilyana Kaloyanova to be awarded the scientific degree "Doctor of Sciences" in professional field 8. 2. Fine art.

25. 05. 2023

Prof. Dr. Laura Dimitrova