

Opinion

By Assoc. Prof. Dr. Mariela Gemisheva, NHA

On the dissertation work of Ch. assistant professor Dr. Bilyana Kaloyanova on the topic:

"Primary creative and conceptual approaches in the system of interior design in the 20th and 21st centuries"

According to the procedure for the acquisition
of the scientific degree "Doctor of Sciences"

in the field of higher education 8. Arts professional field 8.2 Fine arts.

Design Department, NBU

Sofia 2023

The dissertation work has been discussed and accepted for defense by an extended composition of the Council of the Design Department, New Bulgarian University.

The dissertation has a total volume of 200 pages, consists of an introduction, three chapters, a conclusion and a glossary. The bibliographic reference contains 41 sources, of which 13 are in Bulgarian and 28 in English. 111 images are included and described in the appendices, with visual material being an integral part of the theoretical study.

In addition to the necessary analysis of the significance of the dissertation work on the topic "Primary creative and conceptual approaches in the system of interior design in the 20th and 21st centuries", in a scientific and scientific-applied sense, I would like to pay attention to the professional interests and authorial appearances of the candidate:

The author impresses with his research interests in the field of contemporary design - interior design, design history and theory, conceptual design, eco design, sustainable design and contemporary art. From the creative biography, I would like to quote and draw attention to the following appearances:

- 2022. Guest lecturer at ESART – Escola Superior de Artes Aplicadas, Castelo Branco, Portugal. Teaching mobility program ERASMUS +;
- 2021 Solo exhibition "Watercolor letters", "Lampion" gallery, "Sredets" House of Culture, 2A Krakra St., Sofia;
- 2020. Participation in a creative residency in Barcelona - Art Hostel x NBU;
- 2019. Leading designer of the exhibition "Bulgaria - Japan. The Heritage of Civilizations" - a project financed by the Cultural Institute under the Minister of Foreign Affairs and implemented jointly with the Embassy of Japan in Bulgaria;
- 2017. Participation in THE ARTBOX PROJECT BASEL 2017, Basel, Switzerland.

As for the marked participations in scientific conferences (and they are an impressive number) and publications, I stop my attention on the published monographs, which I find important from a scientific and scientific-applied point of view. These studies make a significant contribution to the theory and practice of contemporary interior (conceptual and sustainable) design, where I believe the symbiosis and interaction between structure, construction and functionality is very well understood.

- 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

Justification of the goals and tasks in the dissertation

The subject of this dissertation are the main approaches in the system of modern interior design.

The subject of the research is the genesis, development, visual characteristics and theoretical concepts of the primary approaches in the interior design system, as well as their evolution from the beginning of the twentieth century to the present day. Analytically, the main practices, concepts and visual language are traced in the context of the historical period in which they originated and developed.

An essential contribution of this dissertation is the synthesis of a terminological dictionary of the main definitions related to the design approaches in the modern interior. I find this vocabulary extremely important and operative in the work of both contemporary designers in their professional practices and analysts of contemporary architecture and design.

I quote in an abbreviated version the following derived terms:

"Abstract design. Abstract design is a category of the decorative design approach that belongs entirely to the design of the 20th and 21st centuries. In no style prior to this period is the abstract form of design present, and this is because, as is well known, abstraction as a creative approach developed in the 1920s. Historically speaking, the influence of the Bauhaus school was in the direction of adapting abstraction to the structural approach.

Geometric design. As its name suggests, it is a decorative design based on geometric figures, shapes and patterns.

Decorative approach. The decorative design approach has been an essential tool of artists throughout the history of the visual and applied arts. Unlike the structural and sustainable approach, whose origin and development are strictly determined by specific processes taking place in the society and culture of the 20th and 21st centuries, the decorative is the visual language of humanity, traceable thousands of years back.

Design for the environment (design for environment, DfE). The foundation of this definition is related to taking responsibility, already in the design, for the consequences that the specific object has on the environment, as far as this is within the competencies and control of the designer. Contemporary design researchers define the term "design for the environment" (DfE) as synonymous with eco-design, and the essence of this definition includes careful consideration of health, safety and energy efficiency considerations.

Naturalistic design. In this type of design, the decoration exactly repeats the natural form. It is copied and looks realistic. The decoration can be three-dimensional - carving, plastic, sculptural form, 3D printed object, as well as two-dimensional - drawing, print, pattern.

Re-design. A design method of creative manipulation of an existing design object, often with a decorative approach and sometimes with an ironic message. Introduced as a practice by Alessandro Mendini in the 1970s, the method has a multi-layered significance in postmodern design.

Ready made design. Assimilation of Marcel Duchamp's ready made approach in design practice. It mainly consists in recognizing ready-made objects and transforming them into objects with a different function or with a different visual sound compared to the source objects. Often the works are a compilation, assemblages of various objects. In some forms, materials taken directly from nature are also used.

Stylized design. This type of decorative design, as well as naturalistic, is mainly inspired by natural forms and resembles them. However, here they are stylized or simplified and adapted for the particular design, not copied literally. Stylization offers a different visual interpretation of the base form, where the source of inspiration is clear and the main components remain recognizable to a lesser or greater degree.

A structural design approach. The structural design approach is one of the main approaches to design, being conceptually based on the principles of functionalism. This approach can be most easily defined by the negation – the exclusion and absence of any decorative elements in the interior, of any ornament in the design, the purification of the form to a strict geometry. As its name suggests, the structure, construction and functionality are important here. This approach is leading in the creation of interiors with a minimalist statement and a functionalist sound, with clearly distinguishable materials.

A sustainable approach. The sustainable approach is a modern design tool that addresses every stage of the design and creation of products, materials and spaces so that they meet the basic principles of sustainable development. The sustainable design approach contains in its essence the concepts of eco design and green design, and very often all three definitions are used to denote an essentially identical process.

Upcycling/Upcycling. A modern popular concept in the context of the sustainable design approach. It refers to design objects created according to the ready-made or re-design methodology."

The author handles very well the chosen methodology and research methodology. The dissertation synthesizes analytical, historical, and evaluative methods through which it successfully interprets, interprets, summarizes, evaluates, concretizes, and classifies the main research theses.

I pay particular attention to applied systems analysis. The overall systems are also examined in relation to the socio-cultural features of the specific historical period and the social processes occurring in it. They influence the formation of the visual cue in design, the understanding of a guiding design narrative (e.g. functional, conceptual, sustainable) and the building of the

foundations of interior design today. The history of the formation and development of each approach in its specific time period is studied. Historical facts are explored and events, highlighting their importance for the formation and development of each approach presented in the dissertation. Comparative analysis, as a method of research and analysis of visual, compositional, functional and conceptual parameters of interaction, is constructively applied in the tracing of theoretical constructions in specialized and scientific literature.

The dissertation also presents the most modern, basic and leading conceptual activities - practices that participate in the formation of the modern visual language as the main innovative method for a **sustainable design approach**.

The current dissertation enriches the theory of design by introducing the concept of "design approach" in its entirety into the scientific terminology - both as a conceptual foundation and a practical tool. Thus, the study is of value to both design theorists and researchers, as well as practicing interior designers.

Conclusion and proposal:

The dissertation work represents a complete and full-fledged scientific research, having both theoretical and important practical significance. It meets all the requirements for a scientific paper and deserves a completely positive evaluation.

I propose to the respected Scientific Jury to award Ch. Assistant Professor Bilyana Kaloyanova, Ph.D., the scientific degree "Doctor of Sciences".

Assoc. Prof. Dr. Mariela Gemisheva

May 2023, Sofia