

## OPINION

by Associate Professor Ralitsa Mircheva, PhD, Department of Fine Arts, NBU on the scientific works (artistic and creative production) for participation in a competition for awarding the academic position of “Associate Professor”, in the Professional Field 8.2. Fine Arts (Interior Design), SG issue 22/18.03.2022, of the candidate Assistant Professor Ivo Nikolaev Popov, PhD

Asst. Prof. Ivo Nikolaev Popov, PhD from the Department of Design, NBU, participates as the only candidate in the competition for “Associate Professor”, announced in the State Gazette, issue 22/18.03.2022 for the needs of the Department of Design.

The materials presented for the opinion satisfy the requirements for taking up the academic position "Associate Professor". Documents for participation in the announced competition have been submitted by Asst. Prof. Ivo Popov, PhD. The candidate participates in the competition with an impressive list of creative, teaching and research activities.

Since 2013 up to now, Asst. Prof. Ivo Popov, PhD teaches in the Department of Design, NBU. He is a leading university lecturer in the disciplines “Spatial Design” and “Graphic Design” in bachelor's and master's programs: BP “Interior Design”, MP “Spatial Design”.

Among the courses he teaches are “Applied Graphics - Visual Aids for Visual Communication and Advertising”, “Visual Communication in Public Environment”, “Urban Environment Advertising”, “Organization of Museum Expositions and Exhibition Spaces”, “Exhibition and Advertising Spaces Design”, “Applied Graphics”, “Form and Function – I Part”, “Form and Function - Part II”.

The creative and professional almost 30-year career of Ivo Popov in the field of corporate design is impressive. Exhibition design projects are implemented not only in Bulgaria, but in Boston (USA), Chicago (USA), Los Angeles (USA), Toronto (Canada), Nuremberg (Germany), Milan (Italy), Sydney (Australia), Skopje (Republic of North Macedonia), Tirana (Albania) as well. The candidate realizes projects for

advertising and exhibition design, including those of the Presidency of the Republic of Bulgaria (2013), of the Bulgarian National Bank; he wins competitions for graphic corporate design, including a competition for the coat of arms of the Municipality of Elin Pelin, etc. He is a winner of many awards.

The habilitation thesis by Asst. Prof. Ivo Popov, Ph.D. "Comprehensive Corporate Design - Graphic, Exhibition, Interior, Product and Advertising of Shopping Center and Showroom "LABYRINT – Sofia" is an interesting project in which the author presents his own views on contemporary design. The text describes the principles of design and construction of the design, with an emphasis on exhibition spaces as part of the public ones. Ivo Popov has shared the feeling of design as creative and professional development path, in a wide and varied theoretical scope. It describes his professional view of corporate design and the author's perception of exhibition and graphic design, in which he mainly works, presented in the author's work. An example of all this is the detailed development in the current project for the corporate identity and design of the "Labyrinth" shopping center in the city of Sofia.

The contributing moments in this author's work make an impression, namely:

- For the first time in Bulgaria, a comprehensive corporate design of such scale is created;
- Conclusions are drawn based on shared experience and practical application of corporate design that can serve for professional development to any designer;
- Contribution to the creation of corporate design in Bulgaria, recognized by the Bulgarian experts in the industry;
- It has a beneficial character for the training of students in the majors "Exhibition Design and Creative Industries", "Interior Design", "Spatial Design", as well as in areas close to advertising design.

Asst. Prof. Ivo Popov, PhD has good communication and teaching skills, works successfully with students, organizes numerous exhibitions, seminars and workshops. He is a supervisor of 26 university graduates who have successfully defended their theses, a reviewer of 14 bachelor's and master's theses, takes part in 28 examination committees at BP and MP for the period of 2014-2017.

As a colleague, I have direct observations on the overall professional activity of Asst. Prof. Ivo Popov, PhD. My assessment of him is positive, he is a proven and well-established lecturer.

In conclusion, I believe that the presented habilitation thesis meets the requirements of the Act on the Development of Academic Staff in the Republic of Bulgaria, the Regulations for the Application of the Act, and the Regulations of NBU. This gives me reasons to recommend to the Honorable Members of the Scientific Jury that Asst. Prof. Ivo Popov, PhD takes the academic position of “Associate Professor” in the Professional Field 8.2, Fine Arts (Interior Design).

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