

## OPINION

By Assoc. Prof. Dimitar Ivanov Dobrevski, Ph.D. - NAA, in the Department of "Industrial Design," research direction 8.2. Fine Art - Industrial Design

Associate Professor in "Design Methodology" and "Theory of Composition and Form Formation," with habilitation theses "Design for People with Disabilities," "Photo Image Composition," and Ph.D. "Update of Subject, Content, and Limits in Design."

Regarding the competition for an "Associate Professor" in the field of higher education announced by the New Bulgarian University, Bachelor's Faculty, Design Department: 8. Arts, professional direction: 8.2. Visual arts (design of print advertising, book publications and web products), Faculty of Arts, Design Department, announced in State Gazette - No. 50/09.06.2023. with a single candidate, Ch. Assist. - Prof. Sofroni Georgiev Varbev, Ph.D.

**Assessment of compliance and data for the competition:** This statement was prepared based on documents submitted for the competition for the academic position "Associate Professor" in professional direction 8.2 Visual arts (design of printed advertising, book publications and web products), announced by New Bulgarian University in SG - No. 50/09.06.2023 and order of the Rector of the NBU: 3-PK-286/13.07.2023 for the appointment of a Scientific Jury. At the first meeting of the jury, reviewers were selected. The competition has been announced and strictly complies with the Rules for the Conditions and Order of Occupying Academic Positions at the NBU. The minimum national requirements and the requirements of the New Bulgarian University have been met.

**Ch. Assist. Prof. Sofroni Georgiev Varbev, Ph.D.**, is the only candidate in the announced competition for "Associate Professor" in the field of higher education: 8. Arts, professional direction: 8.2. Fine art (print advertising design, book publications, and web products). All necessary documents for participation in the competition have been submitted following the state regulatory requirements and the Regulations for the Development of the Academic Staff of the NBU. With all his professional development so far, Sofroni Varbev emerges as a talented and creative author, designer, and planner with a professional author's statement. In writing this Opinion, I have benefited from the fact that I have taught together

with Sofroni Varbev at NBU as a lecturer. I know his development as a professional designer over the years.

**Data about the candidate:** The candidate Ch. Assist. Prof. Sofroni Georgiev Varbev, Ph.D., is a creative designer and teacher in the Design Department, BP "Interior Design," MP "Spatial Design" and MA "Product Design for the Interior" at New Bulgarian University with many years of creative and teaching activity (5 years art teacher at "St. Patriarch Euthymius" Secondary School - Plovdiv; 7 years lecturer and then ten years full-time teacher at NBU).

He began his creative journey in 1979 at the Secondary Art School - Kazanlak. He graduated from the National Academy of Arts in Sofia with a master's degree, majoring in "Industrial Forms" (1986), and defended his doctoral dissertation at the NBU in 2013 with the topic "Corporate Identity in the Interior." He worked in the period (1989-2006) as a designer in several companies: "Context" Ltd. - Plovdiv, "Art Credo" Ltd. - Plovdiv, "Grafis" Ltd. - Plovdiv, "Stiko" Ltd. - Plovdiv, "Record" - Plovdiv. He Designs many design products for various clients and competitions. He participates in many exhibitions, contests, and forums, from which he has many awards. He publishes materials in the field of spatial design. He is a member of the Association of Interior Designers in Bulgaria (AIDB) and the Society of Plovdiv Artists.

**The habilitation thesis** of Ch. assistant Dr. Sofroni Varbev is "Advertising Vision of National Autumn Exhibitions in Plovdiv." It comprises 93 pages of total textual and illustrative content (38 pages of text + 55 pages of illustrative material). It is divided into five main points: introduction, objects, work plan, project methodology, and detailed presentation of the creative result by year. The photo material included in the habilitation thesis very comprehensively and clearly shows the exceptional scale of the author's development and respects the achieved creative results. The author's main goal is to accomplish a characteristic vision of the Exhibitions, distinguishing them from similar national forums. Design aesthetics and graphic logic determine the graphic materials presented for the competition and demonstrate high professionalism.

**Scientific publications:**

- Varbev, Sofroni. Pop-up objects from inflatable elements; Collection of scientific publications - 7/2021–2022; NBU Publishing House, 2022, ISSN: 1314-7188, pp. 63–73

- Varbev, Sofroni. Pop-up street furniture for a lively urban environment; Collection of scientific publications - 7/2021–2022; NBU Publishing House, 2022, ISSN: 1314-7188, p.77-88
- Varbev, Sofroni. Pop-up objects made of eco-materials; Collection of scientific publications - 6/2019–2020; NBU Publishing House, 2021, ISSN: 1314-7188, p.113–123
- Varbev, Sofroni. Functional zoning for recreational vehicles; Collection of scientific publications - 5/2016; NBU Publishing House, 2016, ISSN: 1314-7188, p.99-111
- Varbev, Sofroni. Temporary commercial establishments - a different model of company functionality; Collection of scientific publications - 4/2015; NBU Publishing House, refereed edition, 2015, ISSN: 1314-7188, p.115-125
- Varbev, Sofroni. The interior graphics in the modern corporate interior – a complex expression of diverse functions; Collection of scientific publications - 3/2014; NBU Publishing House, refereed edition, 2014, ISSN: 1314-7188, p.117-125
- Varbev, Sofroni. Variants of corporate identity at gas stations; Collection of scientific publications - 2/2013; NBU Publishing House, 2013, ISSN: 1314-7188, p.49-65
- Varbev, Sofroni. The modern corporate identity at Camper; Collection of scientific publications - 2/2013; NBU Publishing House, 2013, ISSN: 1314-7188, p.67-75
- Varbev, Sofroni. Variants of corporate identity in the interior.; Collection of scientific publications - 1/2012; NBU Publishing House, 2012, ISSN: 1314-7188, p.47-60
- Varbev, Sofroni. What is graphic design's actual value and importance in natural juice packaging? In: Collection of reports, Scientific and technical conference "Packaging - trends in development and application," House of Science and Technology, Plovdiv, 2019, ISSN 2603-4743, pp. 19 - 22;
- Varbev, Sofroni. Development and forecast trends in the graphic design of packaging for natural juices. In: Collection of reports, Scientific and technical conference "Packaging - trends in development and application," House of Science and Technology, Plovdiv, 2018, ISSN 2603-4743, pp. 15 - 20;
- Varbev, Sofroni. Traditional wrapping in sheets in East Asian countries. "Food Industry" magazine, issue 11/2016, ISSN 1311-0179, pp. 14-16;
- Varbev, S., Contemporary research using textile materials in furniture design. XVIII National Textile Conference "Traditions and Innovations in Textiles and Clothing", October 26-28, 2016, Sliven. Contemporary  
quests in the usage of Textiles in the design of furniture

- Varbev, S., Fashion and textile materials in the work of Yayoi Kusama. XVI General Textile Conference 2014 "INNOVATIONS IN TEXTILES AND CLOTHING," part II, 2014, pp. 378–388

- Varbev, Sofrony. (2011) Corporate Identity in Interior, South-West University "Neofit Rilsky." (7 pp.) ISSN 1314-3557.

- Varbev, Sofrony. (2011) Logos and Trade Marks. The Essence of the Trade Mark. Creation of the Trade Mark. Protection of the

- Trademark. University Publishing House "V. Aprilov" - Gabrovo. (6 pp.) ISSN 1313-230X.

- Varbev, Sofrony. (2011) Corporate Identity and its Connection with the Corporate Image. University Publishing House "V. Aprilov" - Gabrovo. (6 pp.) ISSN 1313-230X.

All publications of Dr. Sofroni Georgiev Varbev are following the requirements.

#### **Participation in national scientific conferences:**

- II Scientific and technical conference "Packaging - trends in development and application," 2019, House of Science and Technology - Plovdiv. Report topic: "What is the value and importance of graphic design in packaging natural juices?";

- Scientific and technical conference "Packaging - trends in development and application," 2018, House of Science and Technology Plovdiv. Report topic: "Development and forecast trends in the graphic design of natural juice packaging";

- Scientific and practical conference "Modern trends in the packaging of food and beverages for their safety and environmental friendliness of the packaging." 2017, National House of Science and Technology. Report topic: "Traditional sheet wrapping in East Asian countries;

- XVIII National Textile Conference 2016 "Traditions and Innovations in Textiles and Clothing." 2016, Sliven. Topic of the report: "Modern searches in the use of textile materials in furniture design";

- XIII General Textile Conference 2014 "Innovations in textiles and clothing." 2014, NBU. The topic of the report: "Fashion and textile materials in the work of Yayoi Kusama."

#### **Citations:**

2011

**Varbev, Sofrony.** Logo and trademark. Brand essence. Creating a brand. Trademark protection. International scientific conference "UNITECH'11" Gabrovo, 18-19.11.2011:

Collection of reports, III. Pp. 99-104. ISSN 1313-230X.

**Cited in:**

- **Milichin, Maria.** Types of web pages and their leading roles in the digital space. In: Collection of scientific publications 7/2022, NBU Publishing House, pp. 143 – 153, ISSN: 1314-7188.

2012

**Varbev, S.** (2012). Variants of corporate identity at gas stations. In: Collection of scientific publications 2/2012, NBU Publishing House, ISSN: 1314-7188, pp. 47-65. Sofia;

**Cited in:**

- **Savova, Christina.** Archetypes and codes: the interaction of fashion designers with the brand's cultural heritage. – In: Collection of scientific publications 7, 2022, pp. 121-128. ISSN 1314-7188.

2014

**Varbev, S.** (2014). The interior graphics in the modern corporate interior – a complex manifestation of diverse functions. In: Collection of scientific publications 3/2013, NBU Publishing House, ISSN 1314-7188, pp. 115-125. Sofia;

**Cited in:**

- **Savova, Christina.** Archetypes and codes: the interaction of fashion designers with the brand's cultural heritage. – In: Collection of scientific publications 7, 2022, pp. 121-128. ISSN 1314-7188.

**Varbev, S.** Fashion and textile materials in the work of Yayoi Kusama. 14th General Textile Conference 2014 on the theme: "Innovations in textiles and clothing," NTS PO TOK, Sofia 2014, pp. 378-388;

**Cited in:**

- **Todorova, Elena.** Origin of jewelry in antiquity. - Collection of scientific publications 7, 2022, pp. 103-112. ISSN 1314-7188.

**Varbev, S.** (2014). The interior graphics in the modern corporate interior – a complex manifestation of diverse functions. In: Collection of scientific publications 3/2013, NBU Publishing House, ISSN 1314-7188, pp. 115-125. Sofia;

**Cited in:**

• **Stefanova, Gergana.** The role of light in changing the function of buildings. - Collection of scientific publications 7, 2022, pp. 19-29, ISSN 1314-7188

**Varbev, S.** Functional zoning of recreational vehicles; Collection of scientific publications - 5/2018; NBU Publishing House, ISSN: 1314-7188, p.99-111;

**Cited in:**

• **Zablyanov, Ya.** Realistic materials in three-dimensional computer graphics. In: Collection of scientific publications 7, 2022, pp. 89 – 100. ISSN: 1314-7188.

**Varbev, Sophroni.** Development and forecast trends in the graphic design of packaging for natural juices. In: Collection of reports, Scientific and technical conference "Packaging - trends in development and application," House of Science and Technology, Plovdiv, 2018, ISSN:2603-4743, pp. 15-20;

**Cited in:**

• **Dobрева-Dragostinova, Iv.** Packaging design - key to children's attention. - In: Packaging - trends in development and application: a collection of reports from the Scientific and Technical Conference, 08 Oct. 2021, Plovdiv. Plovdiv, 2021, pp. 36–41. ISSN 2603-4743 (CD/DVD)

**Varbev, Sofrony.** Development and forecast trends in the graphic design of packaging for natural juices. In: Collection of reports, Scientific and technical conference "Packaging - trends in development and application," House of Science and Technology, Plovdiv, 2018, ISSN:2603-4743, pp. 15-20;

**Cited in:**

• **Dobрева-Dragostinova, Iv.** Food and beverage packaging in the context of children's perceptions. // Food industry, 2021, No. 6/7. pp. 17–21. ISSN 1311-0179.

**Varbev, S.** Functional zoning of recreational vehicles; Collection of scientific publications - 5/2018; NBU Publishing House, ISSN: 1314-7188, p.99-111;

**Cited in:**

• **Anev, Svetoslav.** Innovative energy systems in the modern home TESLA-POWERWALL. - Collection of scientific publications 7, 2022, pp. 55-60. ISSN: 1314-7188.

**Description of artistic performances:** Ch. Assist. Prof. Sofroni Varbev, Ph.D. participated in the announced competition for "associate professor" with additional materials:

### **Projects Management:**

Graphic design of the book by Prof. Ruza Marinska, "Dobri Dobrev"

Marinska, R., Dobri Dobrev (1898–1973), New Bulgarian University Publishing House, 2019, ISBN: 978-619-233-080-4.

### **Participation in solo exhibitions:**

- Sofroni Varbev, Solo exhibition, "Vazrazhdane" Gallery, 18.09 - 01.10. 2012, includes: 14 paintings - watercolor and pastel, dimensions: approx. 60 x 75 cm
- Sofroni Varbev, Solo exhibition of watercolors, Alliance Française, Blagoevgrad, 18.12.1998 - 04.01.1999, includes: 12 watercolor and pastel paintings, sizes approx. 55 x 75 cm, 20 watercolor miniatures + 6 mixed media miniatures, dimensions: 10 x 10 cm.
- Sofroni Varbev, solo exhibition "Symbols of the Present," "Targovska" Gallery, Kyustendil, 26.07. – 08. 08. 1997, includes: 14 watercolor miniatures, dimensions: 10 x 10 cm + 6 miniatures, mixed media.
- Sofroni Varbev, Solo exhibition "Miniature" - Plovdiv, "Vazrazhdane" Gallery, 1 - 14. 07. 1991, includes: 11 watercolor miniatures, dimensions: 10 x 10 cm + 5 miniatures, mixed technique.

### **Honors and awards**

2007 - Winning competition for the logo of the State Commission for Energy and Water Regulation (now EWRC/KEVR);

2006 - Second place in the logo contest of the Ministry of Regional Development and Public Works;

1999 - Yomiuri International Caricature Competition Award, Osaka, Japan.

1997 - Yomiuri International Caricature Competition Award, Osaka, Japan.

The results of participation in research and creative projects and application of the obtained results in the practice of Dr. Sofroni Varbev are respectful and impressive with their volume and breadth: Management of a master class, studio, or workshop in the field of arts -

- Joint creative project "Author's development of wall decoration - Z-CAMP," Hotel Trinity, city of Tsarevo, Children's language camp "Z - Camp," authors: Ch. Assist. Prof. Ivanka Dobрева-Dragostinova, Ph.D. Ch. Assist. Prof. Sofroni Varbev, Ph.D., Petar Petkov (student at BP "Interior Design"), June 2018.

- Leadership of the "New Function" workshop, Participants: students from BP "Interior Design," NBU, building 2, AC08, December 13, 2014;

**The certificate of fulfillment of the minimum scientometric requirements** of Ch. Assist. Prof. Sofroni Varbev, Ph.D., shows 2105 points against the required 570 points, with this Ch. Assist. Prof. Sofroni Varbev, Ph.D., repeatedly exceeds the minimum requirements for the candidates' scientific, teaching, and/or artistic-creative activity and fully meets the requirements for the "Associate Professor" position.

**Artistic contributions:** Sofroni Varbev has managed to build his own creative "physiognomy" and style, which is recognizable, with a clean and modern-sounding design and a respectable "creative production" in terms of its volume and qualities.

**Educational and teaching activities:**

Ch. Assist. Prof. Sofroni Varbev, Ph.D., actively works with the students. The candidate's administrative commitment goes through participation as a member of the departmental council and updating bachelor's and master's programs at the Department of Design. Since 2019, he has been the Program Director of the Design Department.

**Conclusion:** I believe that the artistic-creative, scientific, and practical contributions of Assist. Prof. Sofroni Georgiev Varbev, Ph.D., his teaching activities, and his academic engagement in all activities of the NBU present him as a responsible teacher and active creator, deserving of the position of "associate professor" at New Bulgarian University. Following everything stated so far, I give my positive assessment and recommend to the esteemed Scientific Jury to choose Assistant Professor Dr. Sofroni Varbev for the position of "docent" in higher education 8. Arts, professional direction 8.2. Fine Art (Interior Design).

Member of the Scientific Jury:

Assoc. Prof. Dimitar Dobrevsky, Ph.D.

03 October 2023, Sofia

/ .....