

# NEW BULGARIAN UNIVERSITY

## OPINION

by Prof. Maria Blazheva, Ph.D

Concerning the scientific and applied works of

**Ch. Assistant Professor Christina Georgieva Savova, Ph.D**

Lecturer in Fashion Design (Artistic Design and Design of Attire), presented for participation in a competition for the occupation of the academic position **ACOSIATED PROFFESOR** announced by New Bulgarian University in SG 62/06.08.2019. Statement

### **I. Overall Assessment of the applicant**

In 2010-2013, Ch. Assistant Professor Christina Georgieva Savova, Ph.D defended her thesis on *Fashion Styles and Structures from Worth to Dior (1850-1950)* in section 8.2. Fine Arts – and she was awarded a Ph.D at New Bulgarian University (NBU). Christina Georgieva Savova graduated with Master's degree in Fashion Design, 2002-2004 at the NBU and with Bachelor's Degree in Fashion, 1997-2001 at NBU, she acquired a secondary qualification as an Artist and Fashion Designer at NCU Sofia (151SOUPI), in 1992-1997.

Christina Savova has extensive professional experience. She passed the following professional positions: part-time lecturer at NBU (2001-2003) in the discipline Fashion Design and Patternmaking, Director of Experimental Design Studio at NBU (2003-2004), Program Director at NBU (2004-2016), Head of the Programme Committee of the Department of Design from 2016, Assistant Professor at the NBU in 2003, Chief Assistant Professor at NBU since 2014, freelance designer since 2001.

In the period following her awarding of Doctorate degree, Chief Assistant Professor Christina Georgieva Savova, Ph.D is sought-after teacher in the fields of Fashion, Fashion Design at NBU. Her participation in the project activity, as well as in conferences, seminars and round tables, is impressive. Some of her contributions: 2018 – project Summer School of Visual Anthropology, Rural Culture in Urban Museum, Ruse and the Region, lead by Assoc. Prof. Dr. Irena Bokova; 2018 – project May Design Days 2018, lead by Assoc. Prof. Dr. Boris Serginov; 2015 – Summer Interdisciplinary School Anthropology, Marketing and Cultural Tourism – Ruse - Bucharest; 2014-2015 – Development of a creative and research centre in support of business and education, Number 2007CB16IPO006; 2013-2015 – Expanding the skills and qualifications of doctoral students, postdoctoral and young scientists in interdisciplinary fields (visual anthropology and public communications) to create sustainable links between education, vocational training and business (PROJECT BG051PO001-3.3.06.-0060), financed by Operational Programme Human Resources Development, co-financed by European Social Fund of the European Union; 2018 – A public lecture and workshop by world-renowned designer Ana Locking; 2017 – ReSilk - Revive Silk Production in Europe – Training Activities for Expanding Traditional and Modern Process Techniques for Silk in EU. In partnership with

E-ZAVOD – Lead Partner (SI), Hellenic Clothing Industry Association (GR), Silkhouse (GR), GNOSI NGO (GR), New Bulgarian University Sophia (BG), Lottozero Design Lab (IT), applying for Erasmus+ funding; 2013 – The Science of sizes and shapes in fashion ART IDEA – ART ALLEY Pazardzhik; 2018 – project Inheritance Rediscovery – Round table, Exhibition and Fashion Exposition (mannequin Dolls): 2018, Sofia (with the mark of the International Year of Cultural Heritage - EU), lead by Assoc. Prof. Dr. Irena Bokova; 2015 – Practical Seminar Master Class Fashion 2014, Fast Forward – Fashion Footprints; 2016 – Practical Seminar Fashion 2016. Fast Forward – Fashion Footprints. She developed a complete concept of models under the general theme Christian Dior, The New Look. Workshop of Veselin Yordanov; 2018 – project Practical Seminar Fashion Combine colours and Designs. Mila Ateva Workshop – 2018 moderated by Tatiana Pencheva-Georgieva; Lecturer seminar 2015 – annual disciplinary presentation – One Term, Heterogeneous Meanings, **Conferences:** Fashion Trends and Forecasting. XIX National Textile Conference NTC 2017, Gabrovo, Bulgaria; Summer School of Visual Anthropology, Presentation of fashion collections; National Scientific Conference Ethnographic Museum of Bulgaria Cities, 2017, Ruse Regional history museum; Fashion Trends A/W 2017/18. Full Professional Design Bertone Design Academy, FON University, 2017, Skopje, Macedonia; The Alexander McQueen phenomenon Life after Death. Savage Beauty; XVIII Summer School of Public Relations 2016, Sofia, NBU; Innovative Textiles and Innovative Marketing: Pinatex; National Scientific Conference Innovative Approaches in Design, Architecture and Visual Arts, 2016, Sofia, NBU; Fashion and public communications – Scandalous Sales. XVII Summer School of Public Relations – 2015, Sofia, NBU, Origin and Development of the Classic Style of Clotting; Textile and Attire Innovation Conference –2011 Innovations in Textiles and Attire Sofia; Sports style in clothing at the end of the nineteenth and early twentieth century. Scientific Conference Design – Theory, Practice and Interaction, 2011, Sofia, NBU; Art in Dress and Dress as Art: Art Deco Fashion, 2008 Korea-Bulgaria International Conference Fashion Adventure Korea.

Further I would like to draw attention to the publications of Christina Savova and quote some of them: Contemporary Fashion Styles. Formation, Development, Trends, Graphmax2, Sofia 2017; Fashion according to a graphite of a woman from the Temple St. Sofia in Constantinople; Textile and Attire Magazine (online). 5/2018, Sofia 2018; Silk and the Fashion Design. IV Collection of Scientific Papers Crafts, traders, markets: Socio-Economic Development of Thracian lands. History museum of Svilengrad (under printing); A Woman's Grafitto Drawing from Hagia Sophia, Constantinople. Zbornik Radova Vizantoloskog Instituta. Belgrade, CAHY (under printing); Fashion Trends and Forecasting. Textile and Garment Magazine, is. 10/2017 (Special Issue), Sofia 2017; Fashion Styles Tendencies, Prognosis; Scientific Reports Collection (under printing), Sofia 2017; The Alexander McQueen Phenomenon Life After Death Savage Beauty. Summer School PR Collection of works – 2016; CD issued in Sofia in 2017, Fashion and Public Communications. Summer School on PR Works Collection 2015 CD, Sofia 2016; Militant Style - collection of scientific texts on project No.BG051PO001-3.3.06.-0060 issued in Sofia, 2015; Men's clothing at the end of XIX ant beginning of XX century. Collection of scientific publications, issue 3/2014, page 147 - 154, Sofia, 2014; Classic Style: Origin and Development. Textile and Attire Magazine, is. 1/2014, (January 2014), page 15 – 19. Sofia 2014; Sports Style in Clothing at the end of XIX and early XX century, Scientific

Reports Collection, p. 68 – 73, Sofia 2013; XIX century: Industrialization in the Fashion. Scientific Publications Collection is. 2/2013, p. 99 – 106, Sofia, 2013; General terms in Fashion Theory, Collection of scientific publications is. 1/2012, p. 67 – 72. Sofia 2012; Basic Styles in Attire, Textile and Attire Magazine is. 6/2012, (June 2012) p.30 – 35 Sofia 2012; Bulgarian Fashion between the Russian-Turkish Liberation War and World War I, 2011; Korea-Russia International Conference Grand Fashion. Korea; Art in Dress and Dress as Art: Art Deco Fashion. 2008 Korea-Bulgaria International Conference Fashion Adventure Korea;

Christina Savova is a participant and organizer in more than 50 reviews and exhibitions in Bulgaria and abroad: 2019 – International Fashion Exhibition Athens Fashion Trade Show, Metropolitan Expo, Athens, Greece; 2019 – Exhibition Rediscovering Heritage, Fashion Collection, European Night, First State Textile factory, Sliven; 2019 – Exhibition Light and Time 2019, gallery Art Alley, Sofia; 2018 – Exhibition part of International fashion Exhibition Textile Expo 2018, International Fair, Plovdiv; 2018 – fashion show at the Textile Expo 2018, International Fair, Plovdiv; 2018 – fashion show Biophilia / We Wear Culture, Sofia; 2017 – exhibition Adding Objects – 2017 – NBU, art centre Steppenwolf, Sofia; 2018 – exhibition Fashion Mix, Sofia; 2018 – exhibition Colour is Everywhere, Gallery + This, Sofia; 2018 – exhibition Love is 2018 – fourth edition, Art Centre Steppenwolf, Sofia; 2017 – exhibition DADA Objectivity in Design, 2017 Dada is not dead, Dada cultural bar, Sofia; 2017 – general exhibition Love is – third edition, Art Centre Steppenwolf, Sofia; 2017 – traditional exhibition Light and Time – 2017 gallery Art Alley, Sofia; 2016 – exhibition Remixes II, Art centre Steppenwolf, Sofia; 2016 – fashion show 2016 F+E=?21 Ancient Egypt and Fashion in 21 century“, Sofia; 2016 – of lecturers and doctoral students for the Design Department of NBU, gallery Art Alley, Sofia; 2016 – Fashion Night Out. The legacy of Alexander McQueen, fashion installation in DNA, Sofia; 2016 – exhibition Love is...2, gallery Steppenwolf, Sofia, curator Biliiana Kaloyanova; 2016 – exhibition Light and Time 2016, gallery Art Alley, Sofia; 2015 – exhibition Adding Objects, gallery Steppenwolf, Sofia; 2015 – Fashion Show Wormhole Fashion Show 2015, Hall Bulgaria; 2015 – design of clothing for the opening of Children’s Eurovision 2015, lead by Poly Genova, Hall Arena Armeec, Sofia; 2015 – designing, constructing and manufacturing of clothing and accessories for the Bistritsa Ensemble – the granddaughters of Bistritsa, for participation in the XI national fair of Bulgarian Folk art Koprivstitsa 2015; 2015 – exhibition Generation, MC Boris Hristov, Sofia; 2015 – exhibition Dada Objectivity in Design 2 Dada is not dead, Dada cultural bar, Sofia; 2015 – exhibition Love is..., Art Centre Steppenwolf, Sofia, curator Eva Gebreva; 2014 – exhibition Light and Time. Eco objectivity in design, gallery Art-Alley, Sofia; 2013 – solo exhibition Dream&Design, gallery PoPa, Sofia; 2011 – exhibition Creative impulses – fashion graphics, gallery Art-Alley, Sofia; 2009 – fashion show on VII Fashion Exhibition BGate, Sofia; 2008 – International Design Biennial, NHC ABA, Sofia; 2008 – VI International Fashion Exhibition BGate, Sofia; 2008 – International fashion Show Fashion Adventure, NM Earth and People Sofia; 2007 – fashion show, Altera, Sofia; 2007 – exhibition, Altera, Sofia; 2007 – solo exhibition Fashion Graphics, NBU; 2007 – exhibition of fashion graphic, Art Alley, Sofia; 2006 – exhibition-fashion show on the occasion of 20 Years Egyptology in Bulgaria, NBU; 2005 – fashion show, NAG; 2005 – solo exhibition fashion graphics, NBU; 2004 – fashion show, defence of Master thesis Pret-a Mystic, Sofia; 2003 – fashion show-exhibition traditions

from the Past”, NHM, Sofia; 2003 – participation in exhibition spectacle, SCAG; 2002 – Forum Bulgarian Fashion competition Lavazza; 2001 – fashion show Graduate Thesis Etnoplenoptics Theme ”; 2001 – fashion show in Sofia, exhibition in gallery ABA; 2001 – fashion show in Sozopol, students holidays Dionysius 2000 – fashion show in Plovdiv; 2000 – annual fashion show of NBU, programme Fashion Design.

## **II. Assessment of the scientific results and contributions of the materials submitted for participation in the competition**

**II./ a.** In the reference to the contribution nature of her creativity activity, attached as an academic rank attaining work on the grounds of **Article.1, art.1**, of Academic Staff Development Act of the Republic of Bulgaria, Chef Assistant Professor Savova, Ph.D points to her creative achievements in over 50 exposition, fashion shows, exhibitions and participation in projects, students projects, conferences, seminars and round tables. From them, she separates her work as an designer-artist into participating in an international fashion exhibition Athens Fashion Trade Show, Metropolitan Expo, Athens, Greece – 2019, her participation in the exhibition Rediscovering Heritage, fashion Collection, European Museum night, First State Textile Factory, Sliven –2019, participation in the exhibition Light and Time 2019, the gallery – Art Alley 2019. For her choice Chef .Assistant PhD Savova relies on the fact that “chronologically they are among her latest creative realizations, and the fashion decisions under consideration are manifested in their most comprehensive and distinct form“.

At the same time fashion designer and artist, the candidate has both a wealth of practical experience and years of theoretical and research interest in the process of the art of fashion, consistently realized in her doctoral work, in her monograph, articles and lecture courses. By their thematic orientation the candidate’s scientific and creative activity after obtaining the academic degree Doctor covers scientific field and specialty of the announced competition. The subject of her work to attain an academic rank is focused on specific issues of fashion design and has a modern scientific and applied importance and it is bound to the teaching process at NBU. Her teaching activity is characterized by high qualification and awareness, creative approach; she is highly respected at the New Bulgarian University and she is a colleague, respected for her professional and human qualities, breadth of views and tolerance.

**II./ b.** In support of her application for the academic rank of *Associated Professor*, Ch.

Assistant PhD Savova also attaches her theoretical work:

**Contemporary Fashion Styles** – development in the field of fashion design. The work contains the necessary requirements for carrying out the procedure for the respective academic position. It is structured in 20 chapters (without conclusion and bibliography). It contains 160 pages. The bibliography covers 150 sources, 35 titles in Cyrillic alphabet and 115 in Latin alphabet. The text in the presented monograph implies commenting on and summarizing trends in the general development of contemporary fashion. The emphasis in the presented scientific text is focused on the leading nineteen style trends in contemporary fashion. The directions are considered and analyzed in the context of the modern avant-garde, as well as in the borderline approaches in the definitions of style in the fashion field. Kristina Savova impresses in a

cultural aspect with the chosen foreshortening of the presentation of the casual style as well as zeitgeist. She fixes the chronologically occurring root causes of important changes in the development of fashion during these periods. It is safe to say that this theoretical line puts the work of Ch. Assistant PhD Savova in a number of innovative art studies. Fashion has its history, theory and artistic and technological principles. But the role of style in the creation of fashion trends is a specific theoretical field that has not yet been deeply reflected. It is also the first time that a systematic study of fashion identity is made. Using the cultural-methodological approach, the author proves that fashion identity is a unique multicultural phenomenon. The work of Ch. Assistant PhD Savova is characterized by rich content, objectivity, logic and elegance of style; it is innovative, supported by numerous examples from authentic sources - the result of her careful research and study, and also by the big collection of graphical material.

## **Conclusion**

Given the high qualification and the achievements of Chief Assistant Professor Christina Georgieva Savova, Ph.D, and the fact that she is a unique specialist, I believe that she fully meets the requirements for acquiring the scientific position *Associated Professor* as set out in the Academic Staff Development Act and the Regulations for its implementation.

Herewith I appeal to the Scientific Jury to award Chief Assistant Professor Christina Georgieva Savova, Ph.D the Academic Position *Associate Professor*.

Member of the Jury:

Prof. Maria Blazheva, Ph.D

28.11.2019