

STATEMENT  
From  
Prof. Dr. Boris Kirilov Serginov

of an application for a scientific position "associate professor"

scientific area 8.2 in the Department of Fine Arts

New Bulgarian University, Sofia

of Dr. Damyan Damyanov

and the documents submitted for the award of a scientific position "associate professor" in the scientific specialty "Fine Art" code 8.2

### **1. Relevance and scientific significance of the habilitation presented for the award of a scientific position "associate professor"**

As an object of scientific research, the presented topic for an extended abstract and the works presented as a habilitation thesis specify the posters and works close to them, in which typography plays a key role in conveying the artistic idea. World historical examples are analyzed, and in the historiographical part of the study, only the relationship between text and image is analyzed.

In the work of Dr. Damyan Damyanov, special attention is paid to works where the synthesis between text and image is so strong that they could not be considered separately from each other. In the summary, he also draws attention to examples from Bulgaria, writing about Bulgarian authors and their works, where an additional challenge when working with typography is the use of the Cyrillic alphabet. The works, documents and evidence presented and prepared defend the thesis that a thorough study of the relationship between text and image in the territory of poster art has not been done so far, and the presented works clearly show how convincing the possibilities of the author himself are. As Damyanov writes: "The few scientific works that I know, dedicated to the poster, as well as the various publications on the subject, are not focused on the leading problem for the current development, namely - tracing the historical prerequisites and formulating principles of the relationship between image and text. It can be said that the vast majority of information concerns monographic topics, but generalizing studies with a view to the overall structure of the processes taking place in poster art from such a point of view are rare. The creative work proposed for opinion and the documents to it are focused on the attempt to summarize as a model for creativity and research a situation that is largely characteristic of Central European and especially Bulgarian conditions, in which territory Damyan Damyanov literally shines with his talent.

Dr. Damyanov's work is based on an interdisciplinary approach to the problem, combining primarily creative, but also art studies, cultural, sociological, etc. viewpoints and research methods, such as comparative analysis and the "Wölflin" method successfully applied in the study of plastic arts.

In general, the habilitation work presented for opinion and the documents to it are scientifically dense and the reader breathes freely following the logic of the images, he gets the idea of an artistic, conceptual and structuralist approach.

## **2. Conclusion:**

I rate as excellent the creative and scientific qualities and contributions of the creativity and the documents submitted for opinion, their public, social, scientific and creative significance, the personal contribution of Dr. Damyanov and the practical usefulness and relevance of the researched creative problem. I propose to the respected members of the scientific jury to give their consent to the awarding of a scientific position position of Associate Professor in 8.2. Fine Arts to Damyan Damyanov under code 8.2 "Fine Art"

02.12.2022

Sofia

Statement

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(Prof. Dr. Boris Serginov)