

OPINION

By Prof. Iliya Kozhuharov, PhD New Bulgarian University

Professional Direction 8.4. Theatre and film art

Regarding the presented creative work of Chief Assistant Prof. Encho Naydenov, PhD for a competition for the academic position of Associate Professor of the New Bulgarian University in professional direction 8.4 Theatre and film art (Photography), School of Undergraduate studies, Department "Cinema, advertising and show business", announced in SG no.

92/18.11.2022

I. Assessment of compliance with the minimum national requirements and the requirements of New Bulgarian University

As evident by the attached mandatory reference, Dr. Encho Naydenov not only meets the minimum national requirements but also exceeds them in some areas. In 2013, he successfully defended his dissertation and obtained the scientific and educational degree "Doctor". Since 2016 Dr. Naydenov has been appointed to the academic position of Chief Assistant Professor. He fully meets the requirements of the procedure for occupying the academic position of Associate Professor.

II. Research and (or) creative activity

The reference shows that Dr. Naydenov is an extremely productive artist with a series of successfully implemented campaigns for famous brands in our country, such as Mtel, Vivacom, DSK, First Investment Bank, Bulgartabac, Bella, Black Ram, Danone, Eurocom, Flirt, Nestle, Penelope, Prista Oil, Raphael, Savoy , TSUM, Theo, Terter, Pufis and many others. He has worked for magazines such as *EVA*, *El*, *MODA*, *Amika*, *Beauty*, etc. He has held a number of solo exhibitions over the years, two of which he has chosen to be included in the announced competition for the academic position of Associate Professor together with the artistic and creative project *RED APPLE* on the 15th anniversary of the *EVA* magazine. These creative projects fully correspond in volume to a monographic work. Dr. Naydenov also presents us with a creative summary: "Specific photographic expressive and technical means in stage

photography". It is made up of 3 parts: The *Red Apple* Project on the occasion of 15 years of *EVA* magazine, "Photographic Expression and Technical Tools" and solo exhibition *Latent Portraits*. Another emotional charge is hidden in Encho Naydenov's solo exhibition *Latent Portraits* which I had the pleasure to attend at New Bulgarian University. At the first contact with the 30 female portraits, you feel something different. On the one hand, the author presents static images and at the same moment you feel how alive, natural and real they are. The rhythm with which the black and white and colour photographs alternate further enhances this experience. The tale that Encho Naydenov has to tell sounds more like jazz, like a virtuoso improvisation that we can feel even in the smallest detail, look and pose. He has personally shared with me that he tries to find something hidden in each model. He tries to reveal states and emotions that are not initially visible through the model's face, expression and posture." (the *Kultura*, April 2020, Iliya Kozuharov, *Encho Naydenov: the Jazzman Photographer*). Indeed, Dr. Naydenov is a photographer who manages to convey to us the unadulterated pure radiance in the portraits in a virtuoso way. Realism in his works is his trademark. The impact it achieves is impressive and worthy of respect.

Two articles have been listed in the bibliographic description by Ch. Assistant Professor Encho Naydenov, i.e "Role of the development of digital technologies in the creation of visual content" and "Peculiarities in photographing portraits on a white background". They were published respectively, in the Yearbook of the "Cinema, Advertising and Showbiz" Department (2021) and in the "Collection of scientific publications" under project BG051PO001-3.3.06.-0060, volume 2, part 1. The creative summary entitled "Specific photographic expressive and technical means in stage photography" introduces us to the methodology for the realization of each project, including theme, idea, technical support, preparation, realization, presentation and analysis of the output.

III. Other activities of the candidate

Learning and teaching activity

Dr. Naydenov has authored a number of courses for programmes such as BP Photography, MP Photographic Art, BP Graphic Design, BP Advertising, MP Advertising Management and Visual Branding. His teaching workload surpasses the official requirements. He is active on the extracurricular field with project work with students outside compulsory classes, where he demonstrates various techniques and materials and how to work with them. The average student satisfaction rating is quite high: an excellent 4.72.

Administrative and public activity

As the head of the Cinema, Advertising and Showbusiness department, Dr. Naydenov is responsible for the advancement of the department. Its powers include the creation and development of programmes. He is a dialogical and active leader.

I have known Dr. Encho Naydenov for many years as an exceptional, uncompromising professional who seeks balance and harmony in everything. He is a smart, well-read, capable and memorable artist. I wish him good health to continue his path to perfection which he has headed towards.

All of the abovesaid gives me every reason to believe that Ch. Assistant Professor Encho Naydenov Naydenov in his capacity as candidate for participation in competition for the academic position of Associate Professor in professional direction 8.4. Theatre and film arts (photography), School of Undergraduate studies, Department of Cinema, advertising and show business, announced in SG no. 92/18.11.2022 has the necessary expertise and qualities for the position. I vote positively and propose that his candidacy be admitted for voting by the Academic Council and approved.

28.02.2023

Associate Professor I. Kozhuharov, PhD