

## REVIEW

of the scientific works, pedagogical and artistic activity  
of Assist. Prof. Vasil Atanasov Kolev, PhD

Regarding the competition announced by AMDFA for the academic position of *Associate Professor*  
in Professional field 8.1. *Theory of Arts*  
Scientific major *Project Management*

By: Prof. Dr. Emilia Konstantinova

Assistant Professor Vasil Atanasov Kolev is the only candidate for the competition announced by AMDFA for the academic position of *Associate Professor* in professional field 8.1. *Theory of Arts*. The competition is on the request of the Department of Fine Arts at the Faculty of Fine Arts and was announced in State Gazette No. 40 of May 17, 2019.

The documentation, submitted by Assistant Professor Vasil Atanasov Kolev, PhD, for the announced competition is in accordance with the state and academic regulations regarding recruitment for academic positions. The submitted reference for meeting the minimum national requirements contains the necessary evidence, there is author's reference for the scientific contributions of his works and citations, as well as a list of the applied scientific developments and achievements.

Ass. Dr. Vasil Atanasov Kolev managed to enter the teaching profession relatively quickly and to prove himself as an excellent teacher, not only in the bachelor's programme majors of *Photography*, *Music pedagogy* and *Performing Art (classical instrument or classical singing)*, but also in the Master's programme majors: *Graphic Design*, *Art management* and *PR of Art Organizations*. He also successfully lectures on *Projects and funding in the arts* in a doctoral program at AMDFA Prof. Assen Diamandiev. Kolev is extremely responsible and creative in his teaching work. His active work with students involves not only teaching classes, but also organizing interactive lecture courses that create a lasting interest in the subjects he teaches.

Since 2010, when he obtained master's degree in art management, the candidate for associate professor Vasil Kolev, has really achieved a lot in a short time: defended his doctoral dissertation, and now he is in the procedure for an *associate professor*. At the beginning of this year he became a member of the European network of researchers EURAXESS, and in June he was approved for membership in the Union of Scientists in Bulgaria.

The creative and professional biography of the applicant demonstrates serious achievements and management experience in the domain of projects. Not only does he teach disciplines related to this field, but also actively participates in national and international projects. Some successfully implemented national projects with his participation are: Art Management Project: Plovdiv - New Trends and Classical Artistry (ART), AMTI-Plovdiv, Scientific, Field Arts, Funded by Scientific Research Fund, contract № DM 05/2/14.12.2016 for the period 14.12.2016-14.12.2018, project manager Assoc. Prof. Margarita Ruseva, PhD and Project: International Conference on Science, Education and Innovation in the Arts, AMDFA-Plovdiv, Scientific, Field Arts, Funded by Scientific Research Fund, contract No. DPMNF 0/3 /13.02.2017 for the period 13.02.2017-13.11.2017, project manager Prof. Dr. Tony Shekerdzhieva-Nowak. For the period 01.06.2018-30.10.2019 Vasil Kolev actively participated in the International project Researchers in the knowledge triangle - 'K-TRIO 3' ('GA-818757 - K-TRIO 3 - H2020-MSCA-NIGHT -2018, Funded by the European Commission.

Vassil Kolev has also managed several scientific national projects related to *Spring Scientific Readings in the field of Arts* of AMDFA Prof. Assen Diamandiev - Plovdiv in 2015, 2016, 2017 and 2018.

In 2019, on the basis of his successfully defended doctoral dissertation and awarded PhD degree at AMDFA Prof. Assen Diamandiev, Vasil Kolev publishes the book *Methodology in project management and its peculiarities in art-organizations*. The publication gives managers in art organizations an up-to-date methodology for solving problems they face in the process of project development and management.

In the competition for *associate professor* Vasil Kolev, PhD, participated with 2 co-authored papers published in the *Web of Science* database -

1. Kolev.V, Ivanova A., “Art-management: A new discipline entering the cultural and academic life in Plovdiv”, 2017, CBU INTERNATIONAL CONFERENCE PROCEEDINGS 2017, ISSN: 1805-997X, ISBN: 978-80-88042-08- 02, pp. 666-668 and

2. Kolev.V, Kazashka V., Ruseva M., “Analysis of the specific profile of art organizations in Plovdiv, Bulgaria”, 2018, CBU INTERNATIONAL CONFERENCE PROCEEDINGS 2018, ISSN: 1805-997X (Print), ISBN: 978-80 -270-5037-6 print edition, pp. 723-7272;

and also presents 2 conference reports published in specialized editions:

1. Kolev.V, Kazashka V., “The specific features of higher education in the arts and their influence on determining the funding of the faculties at AMDFA-Plovdiv”, 2017, International Journal, Institute of Knowledge and Management, Scientific papers, Vol 20.3, Knowledge in Practice, ISSN-2545-4439 for print version, ISSN - 1857-923X for e-version, pp. 1289-1295 and

Kolev V., "State subsidy in Bulgaria for creative projects by the Ministry of Culture for the period 2007-2018", 2018, Collection "Management and marketing problems in art", II / 2018, ISSN: 2603-462X, p.142- 149,

as well as 2 articles:

1.Kolev V., Kazashka V., "The taste for art is cultivated, and the curiosity for science is kindled," 2018, Science Magazine - Book 6/2018, Volume XXVIII ISSN 0861 3362 (printed) ISSN 2603-3623 (electronic),

2.Kolev V. "Art Management - Master's Degree or Early Learning?"; AMTII Annual, 2018, ed. AMTI, Plovdiv 2019, ISSN: 1313-6526.

Among the submitted scientific works of Vasil Kolev, PhD, is the collective monograph *Plovdiv – art-organizations and their management profile*, with which he applies for the position of associate professor, deserves the greatest attention.

Researching the Plovdiv art organizations and their management profile is a major challenge, given the selection of Plovdiv as European Capital of Culture in 2019, and the consequent trend for development of cultural and creative industries in the city. Alongside the fast pace of development of these industries, the actuality of the problem is stated in the bold study presented, which argues that "managers in art organizations lack the theoretical knowledge and experience to execute projects and have difficulty in developing and implementing them".

It is an indisputable fact that most art organizations, both in Bulgaria and abroad, find it difficult to support themselves and often rely for funding on European Union, state or municipal projects. Indeed, in the new economic and social conditions, one of the ways of project financing and development of contemporary art organizations is the use of the symbiosis between economic principles, science and the specificity of the arts, which lies in the clusters, cultural or creative industries. However, the scarce studies and the lack of thorough comparative analyses in this field do not provide a clear idea as to what extent Bulgarian art organizations are present and developing in such an environment. In this trend of thought, in the absence of up-to-date empirical studies in the field of culture and arts in Bulgaria, the research is quite timely and has a strong practical and applied character.

According to the submitted division statement for authorship Kolev has more than the minimum required number of pages. The author's texts are related to the study of the historical development of arts and culture in Plovdiv over the centuries, the detailed analysis of the state subsidy provided by the Ministry of Culture for a 12-year period from 2007 - 2018 from budgetary programs for the preservation of cultural heritage, creative projects and other activities related to arts and culture, and

have significant contribution to the analysis and research into the specific profile and the peculiarities of project management in more than 100 art organizations in the city of Plovdiv in the period 2016-2018.

The first chapter, dedicated to the historical development of arts and culture in Plovdiv, clearly states that project funding should play a dual role: on the one hand, for the development of cultural industries to upgrade the state of the city, but on the other, for the preservation of the cultural and historical heritage and its spirit. This section lists emblematic archaeological, architectural, historical and cultural sites in Plovdiv and analyses the major contemporary scientific and artistic projects, which is a significant scientific and research contribution for Vasil Kolev, PhD.

A noteworthy part is also dedicated to the financing of organizations, state policies and project financing in the period 2007-2018. An in-depth analysis is made based on the budget programs described; and the data collected by years for the given budget subsidies are presented in tables (p. 82-91). They could serve as a basis for future comparative evaluations and research on issues of the same or similar nature by students, scientists, researchers, managers and a number of specialists.

A significant contribution of the monograph is chapter three, which presents the results of an empirical study based on existing data from Eurostat, the National Statistical Institute, etc., and a survey of over 100 art organizations in Plovdiv, representatives of the creative and recreational industry. Among the theoretical grounds for its conduct, we may note the importance of culture as a major intellectual and economic resource; "an instrument for achieving socio-economic objectives in countries and regions"; the introduction of the concept of creative economy; increasing competitiveness and creating new business models; the cultural and creative industries are an innovative component with potential for capital generation, etc.

The main objective of the empirical study is to map the cultural industries in Plovdiv, which allow the assessment and selection of appropriate business models for the management and financing of art organizations. In general, the objectives are clearly defined and achieved, and the analysis provides clear and useful information on the current state of art organizations in the cultural industries domain. This is an important contribution that will help improve "the link between business and culture regarding shared ideas, programs and development strategies", as well as "to evaluate the ability to absorb specific investments". This study also analyses the specific profile and peculiarities of project management in art organizations in Plovdiv. The analysis is extremely useful and most importantly provides information about the submitted project applications and implemented projects by type, value, duration, area of activity, participants, difficulties and advantages at different stages.

Aggregated information is important for the successful management of any organization and for comparative future analyses by students, analysts, researchers, scientists, managers, and more. Last but not least, it would be useful for state and municipal authorities, which seek to improve their policies for

the benefit of the public development of Plovdiv and the region. In this sense, the monography of Vasil Kolev and his colleagues is tackles significant, under-researched and difficult to interpret issues.

Generally, the authors deserve congratulations for having the courage to explore such a complex topic.

In this work the author demonstrates a thorough and comprehensive theoretical knowledge as well as a proficiency in project management in the field of art. The data obtained are analysed and appropriately presented in relation to the internal logic and consistent clarification of common, specific and private issues.

Based on the documentation submitted and on the personal judgement of the reviewer, the scientific contributions can be summarized in the following areas:

1. A systematic review of the historical development of art and culture in the city of Plovdiv over the centuries has been made – a base on which up-to-date scientific and artistic projects are developed and implemented;
2. A detailed analysis of the state subsidy provided by the Ministry of Culture for a 12-year period from 2007 - 2018 from budgetary programs for the preservation of cultural heritage, creative projects and other activities related to arts and culture. This could serve as a basis for comparison in future analyses related to financing in the domain of arts;
3. It is the first time the specific profile and peculiarities in project management of 105 art organizations in Plovdiv in the period 2016-2018 is studied and analysed.

The documents submitted for the competition also include course curricula developed by the applicant in the field of project development, project management and financing, and cultural tourism.

On the basis of all the above and the complete documentation submitted by the applicant, which meets the minimum science-metric requirements, I hereby give a positive assessment of the overall research-and-theoretical, pedagogical and creative achievements of Vasil Kolev, PhD, and I recommend that he be granted the academic rank of *associate professor*.

Prof. Dr. Emilia Konstantinova