



CVETANA IVANOVA



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Dr Cvetana Ivanova is a **lecturer** at University of the Arts, London - Central Saint Martins, in **MA Applied Imagination in the Creative Industries**. PhD in Psychology of Art. Master's of Arts graduate with experience in creative design and advertising with emphasis on art direction and creative branding. Experience encompasses knowledge of integrated visual and written medium including print, graphics, video, collateral and electronic publishing. A conceptual & research artist with stage and costume design, fashion and graphic design and art direction background, evolved in **creative director and manager of multidisciplinary teams**.

Founder and CEO of the Art & Science research foundation "Re:" and currently working on a chain of interdisciplinary projects with teams of artists and scientist in the quest for the synthesis between Art & Science as natural result of their evolution. Collaborating with Sofia University, National Academy of the Art, Bulgarian Academy of Sciences and other NGOs.

ART & SCIENCE RESEARCH FOUNDATION "RE:" FOUNDER & DIRECTOR | 2013 - Present



Art & Science research foundation "Re:" is developing a **unique multidisciplinary platform, acting as a scalable infrastructure to research, apply and integrate Art & Science & Innovation knowledge**. Its purpose is to create the conditions for the interplay of various intelligences to discover an additional level of understanding and conscious experience of what it is to be Human on a multi-disciplinary level with focus on emotion. The experiential approach for each project is concerned with extending our ability to comprehend and empathize with the relatively abstract elements that science allows us to understand as vital building blocks of our being, experience and perception of reality. The different projects will enable responders to perceive abstract scientific entities as significant experience and thus achieve a sustainable powerful social and educational impact. The application of this new integrative paradigm will result in qualitative and quantitative enrichment and of public awareness on Science, Culture & Responsible Research and Innovation. "Re:" partners include higher education institutions, science research centers, innovation hubs, NGOs, SMEs and others.

History: "Re:" was founded in 2013 as collaboration between artists and scientists. The first result was **the Music of the Love hormone Oxytocin** – translation from biological into musical form. The translation was tested via neurological and neurophysiological biofeedback and the results showed correlation between the reaction of the body to the music and the hormone. Fundamental scientific research is to be conducted further.

To promote this project "Re:", together with Sofia University, National Museum "Earth & Man", National Academy of Art, Military Medical Academy, Music Academy and Art@CMS, CERN organized a novel hybrid event: **"Sense of Universe"** promoting the world Art & Science movement.

The 7 days program included: dance performance on music of the LHC data sonification by the physicist Domenico Vicinanza and the Music of the Love Hormone; Art & Science exhibition of Bulgarian and International Art & Science authors; lectures and discussions. The main attraction was the testing of the audience with the Love Hormone - for fundamental research. The event had a great success. Along with it was lounged project "All for One" - series of public talks & lectures on contemporary science, art, technology and culture topics, hosted in the Sofia University with very wide audience interest.

MA APPLIED IMAGINATION, CENTRAL SAINT MARTINS - UNIVERSITY OF THE ARTS LONDON, UK

LECTURER | Jan 2009 – Present

- Assist in the structure and creation of course curriculum materials
- Plan and deliver the projects in a clear and appropriate manner
- Support and inspire students' learning and progress throughout the course
- Monitor and endeavor to maintain high moral and motivation by nurturing students to help them achieve their potential
- Leading a university research project aiming at investigating the sensory deprivation in the urban lifestyle in ways that enable it to become a site for collaboration between science, design and other disciplines

MAX C - LONDON, UK

FASHION DESIGNER | Jan 2008 – April 2012

- Responsible for creating concepts in style, colour and fabrics by interpreting fashion trends
- Source and identify fabrics, materials and accessories according to customer profile trends
- Participate and assist in fit sessions/oversee and manage members of sewing production
- Responsible for design output ensuring garments have been translated accurately from the initial sketch
- Update concepts on a regular basis to develop new products

PAPARAZZI - LONDON, UK

FASHION DESIGNER | Mar 2008 – Aug 2009

- Assisted in the design and production of handbags and shoes for a leading contemporary brand
- Assisted in the development process of new collections by brainstorming creative ideas, creating technical sketches and overall shaping of new products with strong attention to detail
- Responsible for product branding by creating marketing catalogues and designing presentations
- Created and maintained design and client relationship files
- General Administration, addressed client requests, faxing, copying etc.

LINEXA PROPERTY - SOFIA, BULGARIA

Senior Graphic Designer/PR/Marketing Assistant | Sep 2005 – Jan 2007

- Responsible for product development and marketing, primarily designing leaflets, posters and website features, and further developing the company identity
- Worked closely with the CEO and CFO to prepare presentations for investors, liaised daily with the specialist and national media and managed a team of two
- Assisted with marketing activities such as producing direct mail shots and brochures, website design and updating, producing artwork for events and exhibitions and general administrative support
- Developed self-awareness in order to be a role model for younger employees
- Developed leadership skills and strategies to assist integration of design/PR/marketing theory and practice for new employees

CAPASCA - SOFIA, BULGARIA

Accessories Designer/Graphic Designer/PR | Sep 2005 – Jan 2007

- Developed label concepts, designed accessories for fashion, and supervised visual material including print advertising, video, promotions, packaging, collateral in store design materials, special projects
- Identified and communicated regularly to management effectiveness of procedures and systems to improve quality, efficiency and budget parameters
- Developed distinctive logos overall layout and design for company products
- Traveled to production site to supervise development work and quality control
- Management production and dealing with factories

BATTIBALENO - SOFIA, BULGARIA

Accessories Designer/Graphic Designer/PR | Mar 2002 – Apr 2003

- Created branding identity and graphic design
- Worked closely with the creative director and other teams to conceptualize and identify design
- Designed promotional displays and marketing brochures for products and services
- Developed distinctive logos overall layout and design for company products

DIKA - SOFIA, BULGARIA

Shoes and Bag Designer/Production Manager | Feb 2001 – Feb 2003

- Managed a team of 10 in the design and production of handbags and shoes for a leading brand
- Responsible for research, specs and prototypes and all sample making
- Coordinated on creating the looks for all fashion shows and trade fairs
- Traveled to production site to supervise development work and quality control

THEATRE and SCULPTURE - SOFIA & SMOLIAN, BULGARIA

Costume and Stage Design | Jun 1995 – May 1997

- “The Memory of the Water” by S. Stevenson – creatively staged a contemporary drama in an eclectic modern east and west design environment - NATIONAL THEATRE “IVAN VAZOV”, Sofia
- “The Judgment” by F. Kafka - stage and costume designer - SFUMATO Theatre, Sofia
- “Bentat” by K. Macpherson – stage and costume designer - SMOLIAN Theatre, Smolian
- Assistant in the design and making of the sculpture current model of the Bulgarian Coat of Arms - Sofia

EDUCATION

MASTER OF ARTS OF APPLIED IMAGINATION IN THE CREATIVE INDUSTRIES

Jan 2007 – Jul 2008

CENTRAL SAINT MARTINS COLLEGE - UNIVERSITY OF ARTS London, U.K.

- Graduated with Distinction
- MA Thesis: “Visualizing The Acoustic of the Smell” - conceptual Art & Science project about creating a new multisensory pattern through researching the possibilities for integration of Light, Sound and Smell; Multimedia: light-sound-smell installation

BACHELOR OF ARTS IN STAGE AND COSTUME DESIGN

Sept 1997 – May 2001

NATIONAL ACADEMY OF ARTS Sofia, Bulgaria

- Graduated with High Honors
- BA Thesis: “Re:” - conceptual project about the new wave in Art - the New Renaissance, contemporary way and form of communication and differentiation; Multimedia : video and model installation
- Student Mentor: Assisted junior students in identifying current learning needs; Developed and evaluated stage design theory and advised on its practical expression; Facilitated and evaluated overall course learning and teaching in practice

FRENCH LANGUAGE HIGH SCHOOL

Sept 1992 – May 1997

“Alphonse de Lamartine” Sofia, Bulgaria

- Graduated with High Honors

TECHNICAL SKILLS

DRAWING AND FINE ART

COMPUTER SKILLS

- Operating Systems: Windows; Mac/OS
- Software: Adobe Creative Suite; Corel Draw; Microsoft Office

LANGUAGE SKILLS

- Native in Bulgarian
- Fluent in English
- Fluent in French
- Intermediate German
- Basic Russian

REFERENCES/PORTFOLIOS

References and/or portfolios are available upon request