

Under the patronage of Mrs. Iliana Iotova,
Vice President of the Republic of Bulgaria



PICTURESQUE BULGARIA BULGARIAN LITERARY ROUTES

International Academic Project
2021 - 2022

CO-ORGANIZERS:

Ministry of Education and Science
Paisii Hilendarski University of Plovdiv

I. CONCEPT OF THE PROJECT

The project *Picturesque Bulgaria* is based on the modern understanding of intercultural communication as a ‘transfer’ and a way of sharing knowledge and values; it is also based on the deep conviction that the academic field of Bulgarian studies, developed within the country and abroad, creates the most effective mediators between contexts and the most prepared ‘ambassadors’ of Bulgarian culture.

The project sets the ambitious task of providing Vazov’s *Picturesque Bulgaria* (the first ever attempt at a literary geography for Bulgarians) with the reversed perspective - **through TRANSLATED literary texts** (with the help of the voices of Yavorov, Yovkov, Radichkov..., G. Gospodinov and T. Dimova) to create **for foreign readers/visitors/tourists** a **Literary Atlas** and a **Virtual Map** of the alluringly beautiful, and yet magnificently unknown Bulgaria. The detailed routes integrated in both the atlas and the map, will represent various aspects of Bulgarian culture. These routes aim to satisfy the interests of the foreign consumers and meet their expectations towards the new and the culturally provocative.

Each route is structured around a specific topic (for example: “Music and lyrics - the Bulgarian transmutations”) and combines the features of local culture with some of the texts that are representative of it. For example: *Kazanlak and Chudomir*; *Dobrich and Yovkov*; *Pomorie and Yavorov*; *Tryavna and Petko and Pencho Slaveykovi*, etc. The routes may include a variety of

combinations of literature with other areas of Bulgarian culture (ethnology, archeology, architecture, music, etc.). The accompanying talks are made in the respective foreign languages, and the literary texts are translated. An additional requirement is the inclusion of Bulgarian toposes, which are outside the widely popular tourist sites, as well as natural landmarks, nature reserves and more.

The presentations, which are in Bulgarian, are to be defended during separate presentation sessions at the especially organized Traveling conference. The conference is dedicated to the 170th anniversary of the birth of Ivan Vazov and will be held in the period between 1.09. - 09.09.2020. At this last stage, a jury of representatives from the various participating universities will determine the most intriguing route.

II. ORGANIZATIONAL STRUCTURE AND PARTICIPANTS

The organizational structure is backed by the existing and active system of lectureships, which is supported by the Bulgarian Ministry of Science and Education, as well as the department of Bulgarian Studies at foreign universities. Working teams have been set up in 10 universities:

Athens (Εθνικό και Καποδιστριακό Πανεπιστήμιο Αθηνών); **Warsaw** (Uniwersytet Warszawski); **Venice** (Ca' Foscari University of Venice); **Vienna** (Universität Wien); **Ljubljana** (Univerza v Ljubljani); Paisii Hilendarski **University of Plovdiv**; **Saint Petersburg** State University; **Sofia University** St. Kliment Ohridski; **Strasbourg** (Université de Strasbourg); **Heidelberg** (Ruprecht-Karls-Universität Heidelberg).

All leaders of the university working teams are established scientists: Bulgarian and foreign. The team of participants in the project brings together an impressive palette of 'extended' academic Bulgaria. Along with students from Ljubljana, Vienna, St. Petersburg (mainly Slovenes, Austrians, Russians), Bulgarian students from Sofia University and Plovdiv University are also actively working on the project. Among the 'foreign' participants there are students of Bulgarian origin, children of emigrants; there are students of Bulgarian Studies who have never been to Bulgaria, there are also doctoral students whose scientific field requires periodic residence in Bulgaria.

Academic management of the project:

Prof. Lyubka Lipcheva-Prandzheva, DSc., Prof. Dr. Blagovest Zlatanov **Management team** of the co-organizers:

N. Mladenova (Office of the Vice President), N. Mihalevska (Ministry of Education and Science), Assoc. Prof. Dr. N. Cherneva (Paisii Hilendarski University of Plovdiv)

III. EXPECTED RESULTS AND APPLICABILITY

1. Publishing a **book edition LITERARY ATLAS: PICTURESQUE BULGARIA.**
2. Creating an **interactive map PICTURESQUE BULGARIA**, which:

2.1. Includes basic toposes and links to the talks in the respective languages; literary texts or selected translated excerpts; photo and video materials connected to the talks, links to current cultural events etc.

2.2. Makes it possible to carry out virtual tours based on the routes prepared by the project; to actually carry out a chosen route, by following the logistical instructions set in it. The creation of the interactive map makes it possible for users themselves to create new routes in accordance with their preferences and the time they have.

3. The atlas and interactive map Picturesque Bulgaria **will be used:**

3.1 For educational purposes: from the European Slavic academic institutes and Centers in topics connected to Ethnology, History, Literature of the Balkans, and of Southeast Europe; in master's courses in Tourism organization, Tourism management etc.; in Bulgarian Sunday schools abroad.

3.2 In the tourism industry as a readily available product; in the presentation of Bulgaria in tourism advertising campaigns; in the work of Bulgarian cultural institutes in the respective European countries, etc.

3.3 In presentations of the respective local centers (Koprivshitsa, Balchik, Smolyan, Smilyan, etc.) or cultural institutions, and for this purpose there will be a feature in the multimedia product that makes it possible to extract a multilingual focus of information around the respective topos, etc.

PICTURESQUE BULGARIA
BULGARIAN LITERARY ROUTS

International academic project

Part III

February 2023 r. – February 2026 r.

CO-ORGANIZERS:

Ministry of Education and Science

Paisii Hilendarski University of Plovdiv

I. CONCEPT

The new stage of the project activities implementation (Part III) follows the initially laid in it visions for intercultural communication as a “transfer” of knowledge and values, for literature as an extremely successful mediator between cultural differences, for the representatives of the international Bulgarian studies academic community: students, young scholars and established researchers as the most prepared “ambassadors” of Bulgarian culture.

The achievements of the previous two stages of the project should be supplemented in their main indicators (working languages, Bulgarian authors and related topoi presented, lectures prepared, new translations provided, etc.) and improved as opportunities for their applicability in the field of education but also in the wider context of international cultural contacts.

II. ORGANIZATIONAL STRUCTURE AND PARTICIPANTS

The organizational structure is based again on working teams set up in 10 universities, four of them are new entrants:

Ankara (Ankara Üniversitesi), **Warsaw** (Uniwersytet Warszawski); **Venice** (Ca’ Foscari University of Venice); **Ljubljana** (Univerza v Ljubljani); **Naples** (Università degli Studi di Napoli Federico II); Paisii Hilendarski University of **Plovdiv**; **Prague** (Univerzita Karlova v Praze); **Szeged** (Szegedi Tudományegyetem); **Sofia** University St. Kliment Ohridski; **Strasbourg** (Université de Strasbourg).

Leaders of working teams:

Asya Asenova, PhD; Assoc. Prof. Grigor Grigorov, PhD; Prof. Lyubka Lipcheva-Prandzeva, D.Sc.; Prof. Ljudmil Dimitrov, PhD; Maya Padeshka, PhD; Assoc. Prof. Miryana Yanakieva, PhD; Nadezhda Stoyanova, PhD; Silvia Shedlecka, PhD; Prof. Husein Mevsim PhD; Jaroslav Otchenasek PhD.

Academic supervisor of the programme:
Prof. Lyubka Lipcheva-Prandzeva, D.Sc.

Management team of the co-organizers:

Nadya Mladenova (Office of the Vice-President), Nataliya Mihalevska (Ministry of Education and Science), Assoc. Prof. Nadya Cherneva, PhD (Paisii Hilendarski University of Plovdiv)

III. ACTIVITIES

The implementation of the activities of the International interdisciplinary joint project “Picturesque Bulgaria. Literary Routs”. Part III, includes:

1. **Upgrade of the already created online platform “Picturesque Bulgaria”** with new digital educational resources:

1.1. Inclusion of **three foreign languages new to the platform**: Turkish, Hungarian, Czech.

1.2. Preparation of **new foreign language lectures** organized in integral literary routes.

1.3. Synchronization of the new resources with the **virtual map** of the platform.

2. Organization and realization of **three interdisciplinary forums**, two of them held outside Bulgaria (“*Picturesque Bulgaria – Interdisciplinary Dialogues in a Foreign Context*”) with an accent to the language according to the context and one forum in Bulgaria entirely in Bulgarian: “*Picturesque Bulgaria – Interdisciplinary Dialogues at Home*” (includes a comprehensive presentation of all new lectures).

3. Realization of an **online publication**, a digital copy of the book edition of LITERARY ATLAS “PICTURESQUE BULGARIA” – it will be published on the online platform “Picturesque Bulgaria” and a link to the publication will be announced on the Ministry of Education and Science website.

4. **Development and publication of the Second Volume** of the multilingual LITERARY ATLAS “PICTURESQUE BULGARIA” including the newly prepared foreign language lectures conceptualized as “cultural portraits of Bulgaria”.