



ARTISTIC EVALUATION

This evaluation is intended to represent an objective aesthetic judgement. **Specialist advisors and officers should avoid making judgements based on their own personal tastes and preferences wherever possible.**

Artist/Company:	CRYPTIC NIGHTS
Venue:	CCA, GLASGOW
Title of Event :	WATCH IT! By TONY MILLS
Type of Event:	MULTI-MEDIA /MUSIC/DANCE
Date of Visit:	04/02/10
Overall Rating:	VERY GOOD 5/6
<i>(Please rate the event overall, taking into account your ratings for each section. Please state the key reasons for your overall ratings – ie the particular strengths and weaknesses. If the management of the event affects the overall enjoyment of the event, please comment, but the overall rating should be based on the artistic merit of the event.)</i>	
Name: SUSHIL K DADE	Date: 07/02/10
Scottish Arts Council Officer	Specialist Advisor MUSIC

This report has been commissioned by the Scottish Arts Council to evaluate the artistic quality of the production named above. It has been prepared by either a specialist Advisor, or an officer of the Scottish Arts Council, as indicated on the form. The report will be circulated to the organisation which produced the work and to the management of the venue, if the venue is core funded by the Scottish Arts Council.

The report will form evidence for the Artistic Leadership and Public Engagement sections of the Quality Framework and be taken into account in assessing the work of the producing company in relation to future applications for funding to the Scottish Arts Council. It may also be used by the Joint Board to report on the overall performance of its funded organisations.

Evaluators should enter their rating under each section, explaining briefly their reason for the rating with reference to their comments under each section. Ratings should be given in accordance with the following:

- Very poor**- standard falls well below what is acceptable.
- Poor** - not well conceived and executed
- Satisfactory**
- Good** - well conceived and executed
- Very Good** – well conceived and executed to a very good standard
- Excellent** – Inspiring and executed to an exceptionally high standard

1. Artistic Assessment

Please evaluate the artistic quality of the event, with particular reference to the strengths and weaknesses of the following:

Artform	Criteria	Rating	Comments and key reasons for rating
All	<p>Vision and imagination of work</p> <ul style="list-style-type: none"> Quality of ideas if you have seen other work of this artist(s)/ company before, please comment on any relevant comparisons 	VERY GOOD	Dealing with the contemporary theme of TV consumption/ modern viewing habits and one man's relationship with his TV. Utilised modern technology to maximum effect and incorporated music and dance interpretation which kept the audience fully engaged throughout.
All (if relevant)	<p>Curatorial/ programming vision/ selection</p> <ul style="list-style-type: none"> How does it fit within the artistic vision of the organisation? If the event is part of a Festival, please say how it contributes to the overall programme. 	VERY GOOD	Inclusive one man performance building on the rich portfolio /commission work of emerging multi-media artist Tony Mills consolidating his work to date. A packed house at this opening night as part of Cryptic Nights residency at the CCA in Glasgow ensured a successful first night during this new residency at the CCA. (First Thursday of every month).
All	<p>Success of event against stated aims of project and/or performance</p> <ul style="list-style-type: none"> How does it relate to information contained in the programme, the website or other printed material? How well did it communicate the artistic themes? How did the event originate eg from the exhibiting/ producing organisation, from the artist or from commission? <p>Education events – see ¹below for definition</p>	VERY GOOD	Successfully delivered a performance as advertised on brochures, website and other promotional material. Excelled in communicating its theme and provided gripping entertainment throughout. This performance had previously been part of the Edinburgh Festival proving a big hit with the audience and still has scope to continue touring as it evolves around a universal theme (TV consumption and ones relationship with your TV) and has no timeline to make it feel dated and would welcome/recommend further events of this performance.
All	<p>Performers/tutors</p> <ul style="list-style-type: none"> What is the expertise of the performers? Where performers are amateur, please reflect this in your comments. How successfully did the performer(s) communicate with and engage the audience? In your view, was an artist as a tutor key to the success of the workshop? 	VERY GOOD	Tony Mill is an emerging talent with an impressive portfolio. I would consider this as a professional performance. The event fully engaged with the capacity crowd and I was captivated throughout-not a dull moment!
Dance, Theatre	<p>Choreography/Use of choreography</p> <ul style="list-style-type: none"> Was the work original? How was the space used? How many dancers were there and how were they used? How long was the piece? 	VERY GOOD	The work was highly original and made full use of the space with props peppered around the stage, TV monitors, large screens, speakers, with dramatic lighting utilised in this highly impressive one man show. At times the dancer would interact with a 'second dancer' –an image of himself on a previously prepared short film screen in life-size creating the illusion of two dancers-very original! The piece was one hour long.

¹ Education is a bridge between artform excellence and increased access and participation, and it is people centred. Providing opportunities for learning and progressing in an artform or using an artform to address other, non-artistic, outcomes are equally valid; in either case a high quality strategic approach is required in order to benefit the participants and the organisation. Delivery can be through workshops, post/pre-show discussions, outreach work, etc aimed at any age group.

Artform	Criteria	Rating	Comments and key reasons for rating
Theatre	Script Please comment on this for: <ul style="list-style-type: none"> • new work • second productions • classics where the original has been substantially changed 	GOOD	
Theatre, Dance	Direction <ul style="list-style-type: none"> • Was the work well interpreted? • Was it well cast? • Was it well presented? 	GOOD	Direction was clear, strong and convincing throughout.
Dance, Theatre	Use of music <ul style="list-style-type: none"> • Did the music/ sound used enhance the production? • Is it live or recorded? 	VERY GOOD	The music helped emphasis mood shifts and reinforced the emotional state of the main character. Music was Pre-Recorded using samples/cut and paste/electronica techniques.
Dance, Theatre	Design <ul style="list-style-type: none"> • How were the costumes, set and lighting? • How did it work in the venue? • Was it technically proficient? (eg lighting and sound cues, etc). 	VERY GOOD	Costumes were deliberately sparse and 'casual' and added to the reality of the piece. Lighting was minimal and used to dramatic effect. Technically executed to a very high standard.
All	Quality of Public Engagement Performing Arts/Education - <ul style="list-style-type: none"> • Was the production/event targeted at a particular audience? • Was the production /event appropriate for the audience/participants? • Were you/ engaged/inspired? • Did the audience/ participants appear to be engaged/inspired? • What was their response? • Approximately how many people were there? • Did there appear to be a broad mix of people – age, cultural diversity or disabled? • Are BSL/captioned/audio described performances offered as part of the run/tour/? If so how many? • What activities or supporting materials were available to enhance the experience of the event eg workshops, artist's talks, discussion groups programmes, on line info? • Were these targeted at specific age groups? Education/learning events: In addition, please provide comments on the following (if appropriate): <ul style="list-style-type: none"> • How was it taught/led eg one to one, group, child centred? • What was the composition of the participant group – age range, gender mix? • Is it strategically linked to the curriculum or national policy areas e.g. Early Years, Community Learning & Development • What learning/skills development took place? • What was the quality of the art 	GOOD	<ul style="list-style-type: none"> • The performance was part of the Cryptic Nights strand at the CCA. • The production was fully appropriate for the gathered audience delivering a captivating performance full of poignancy, drama humour and surprise! • I was engaged and inspired to seek out artist website and previous productions, • Approx 60/70 people attended –full house. • There was a broad mix of ages, abilities and a close to even mix of male/females. • Did not notice BSL/audio description • Brochures were placed on seats prior to performance and flyers were distributed at the end of the performance for future events. These brochures/flyers were not restricted or aimed at a specific age group

Artform	Criteria	Rating	Comments and key reasons for rating
	<p>produced by the participants?</p> <ul style="list-style-type: none"> • Did the workshop tutor have a teaching plan for the session and/or project? • How were participants recruited? • Did participants' views and choices help inform the structure and content of the project? <p>Crafts/Visual Arts Use of equipment, space and overall layout/hang?</p>		

2. Management of Event

Please evaluate the way the event was presented/organised by the organisation and the venue, with reference to the checklist below, including additional comments/observations. Please try to view the venue and the services, and interpretative material as though you had never visited it before eg if you did not know the venue's location, how easy would it be to find your way there, and to find your way around once you had arrived?

Criteria	Comment
<p>Location and suitability of the venue for the event</p> <ul style="list-style-type: none"> • Is it easy to find? • Is it on a main transport route? • Are the spaces clean? • What were the sight lines like? • How big was it? 	<p>Easily accessible site/venue. On main transport route. Very clean venue. Excellent sightlines with strategic seating plan creating an intimate performance whilst make good use of performance space for artist.</p>
<p>Information/ interpretive material at venue—</p> <ul style="list-style-type: none"> • Are there programmes, posters and displays about the event? • Is there information on the venue's website? 	<p>Good presence on website and strong on-site branding/signage with posters/flyers strategically distributed and freely available on the night.</p>
<p>Publicity/ pre-publicity –</p> <ul style="list-style-type: none"> • What leaflets, posters, websites, did you see the event listed in? • What publicity materials are produced? • Is it easy to understand? • Where can you get the information? • Is there Acknowledgement of Scottish Arts Council Funding ²? <p>Please be alert to the publicity available prior to your visit to the event and comment on the company/organisation's website.</p>	<p>Saw the event mention in 'The List' and on CCA/List website. Flyers available and easy to understand. Good acknowledgement of SAC on website/brochure.</p>
<p>Ease of booking and payment</p>	<p>Was keen to book online but could not see readily available option so tried calling Box Office in the morning with relative ease.</p>

² In press releases, at launches, on all published materials (including leaflets, brochures, programmes, posters, company's website, notices display, exhibition materials, websites and advertising, recordings, publications, video, broadcasts, computer programmes etc.) Where the event is publicised in the programme brochure of another organisation (eg venue, gallery, etc) then SAC acknowledgement should appear against the particular programme entry for this event.

Criteria	Comment																
Timing of the event <ul style="list-style-type: none"> Did the start and finish time seem to be appropriate for the audience? Was the length appropriate? 	The set length was as advertised and finished on time and provided excellent value for money.																
Signage and signposting <ul style="list-style-type: none"> Is the entrance clearly marked? Is there clear internal directional signage? Is there Braille signage or signage for audio loops? 	Entrance was clearly marked with plenty of helpful staff ready to assist. I did not notice any Braille signage.																
Access and provision for disabled people <ul style="list-style-type: none"> Please insert yes/no in the boxes to reflect what you notice about the venue/event Please add in any additional comments below the table <ul style="list-style-type: none"> How many BSL/captioned/audio described performances are there at the venue? 	<table border="1" data-bbox="571 510 1251 1099"> <thead> <tr> <th data-bbox="571 510 823 577"></th> <th data-bbox="828 510 916 577">Yes/ No</th> <th data-bbox="920 510 1163 577"></th> <th data-bbox="1168 510 1251 577">Yes/ No</th> </tr> </thead> <tbody> <tr> <td data-bbox="571 584 823 680">BSL interpretation</td> <td data-bbox="828 584 916 680">N</td> <td data-bbox="920 584 1163 680">Audio description of performances</td> <td data-bbox="1168 584 1251 680">N</td> </tr> <tr> <td data-bbox="571 687 823 761">Captioning</td> <td data-bbox="828 687 916 761">N</td> <td data-bbox="920 687 1163 761">Lift/ramp</td> <td data-bbox="1168 687 1251 761">Y</td> </tr> <tr> <td data-bbox="571 768 823 1099">Accessible toilets</td> <td data-bbox="828 768 916 1099">Y</td> <td data-bbox="920 768 1163 1099"> Accessible marketing materials eg website alternative formats eg large print, Plain English </td> <td data-bbox="1168 768 1251 1099"> Y N </td> </tr> </tbody> </table>		Yes/ No		Yes/ No	BSL interpretation	N	Audio description of performances	N	Captioning	N	Lift/ramp	Y	Accessible toilets	Y	Accessible marketing materials eg website alternative formats eg large print, Plain English	Y N
	Yes/ No		Yes/ No														
BSL interpretation	N	Audio description of performances	N														
Captioning	N	Lift/ramp	Y														
Accessible toilets	Y	Accessible marketing materials eg website alternative formats eg large print, Plain English	Y N														
Customer service <ul style="list-style-type: none"> How was the quality and efficiency of staff (e.g. box office, front of house, bar and/or catering) If possible, comment on how responsive they were to the needs of disabled customers? 	Excellent Staff seemed very pro-active and genuinely looking out to help and assist as required.																

3. Organisation's Comments (optional)

This is the organisation's opportunity to respond to points raised within this assessment. Please do not feel obliged to fill this section in. In the spirit of the Quality Framework, we would ask that any comments are self-evaluating, providing an insight as to why, if there is, a major disagreement of response between the organisation and the evaluation, in a constructive way.

This will not alter the rating given by the assessment, but will allow the organisation the opportunity to give their opinion/feedback. The Scottish Arts Council reserves the right to edit comments if they are deemed to be libellous or defamatory.

As the Scottish Arts Council implements the Quality Framework internally, we intend to publish artistic evaluations on organisations that we support regularly on our website. The final artistic evaluation, including the organisation's response will be published on a quarterly basis on our website.

Please keep your response to max 500 words. If we do not hear from you in 15 days, we will assume that you do not want to respond.