



## 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:** Frances Walker

**Venue:** Peacock Visual Arts

**Title of Event :** A Path Along The Edge

**Type of Event:** Solo Exhibition

**Date of Visit:** 6/04/10

**Overall Rating: Very Good**

*(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.)*

Exhibition of drawings and prints well presented/arranged in space. Documentation, including photographs, sketchbooks, live web cam, short film re printmaking process informing practice, enhance public's understanding of artist's work and point of reference. Printmaking demos, artist's talks & tour, critical talk, related talking tour outdoors have all provided public with more in depth experience of artist's practice. Textual handout would benefit from insight into artist's thinking, statement, quotes for public to take with them

Name: Elizabeth Ogilvie

Date: 7/04/10

Scottish Arts Council Officer

Specialist Advisor

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"> <li>Quality of ideas</li> <li>if you have seen other work of this artist(s)/ company before, please comment on any relevant comparisons</li> </ul>   | Satisfactory | <p>Drawings/prints represent what artist sees without revealing sense of place, varied moods, own feelings or analysis</p> <p>Have seen many of works individually in past. Show reveals obsession without development</p>  |
| All (if relevant) | <p>Curatorial/ programming vision/ selection</p> <ul style="list-style-type: none"> <li>How does it fit within the artistic vision of the organisation?</li> <li>If the event is part of a Festival, please say how it contributes to the overall programme.</li> </ul>   | Very Good    | <p>Peacock aims to encourage/ cultivate enthusiastic public locally, while also an international player</p> <p>With this show Peacock attracting large numbers of enthusiastic audience successfully fulfilling their overall vision</p> <p>Show seen in conjunction with exhibition of new paintings by Frances Walker at Aberdeen Art Gallery provides further insight into artists work</p>  |
| All               | <p>Success of event against stated aims of project and/or performance</p> <ul style="list-style-type: none"> <li>How does it relate to information contained in the programme, the website or other printed material?</li> <li>How well did it communicate the artistic themes?</li> <li>How did the event originate eg from the exhibiting/ producing organisation, from the artist or from commission?</li> </ul> <p>Education events – see <sup>1</sup> below for definition</p> | Very Good    | <p>Information sheet contains ample factual material for public to support their viewing but little textual info on website.</p> <p>Public could benefit from further textual material ie artists statement, quotes, extract from critical essay to take with them</p> <p>Show communicates well artist's obsession with remote places as stated in textual material</p> <p>Show generated by Peacock to run in tandem with artist's show of paintings in Aberdeen Art Gallery.</p> <p>Good selection of educational events for adults attracting large numbers</p> |
| All               | <p>Performers/tutors</p> <ul style="list-style-type: none"> <li>What is the expertise of the performers? Where performers are amateur, please reflect this in your comments.</li> <li>How successfully did the performer(s) communicate with and engage the audience?</li> <li>In your view, was an artist as a tutor key to the success of the workshop?</li> </ul>  |              |   |
| Dance, Theatre    | <p>Choreography/Use of choreography</p> <ul style="list-style-type: none"> <li>Was the work original?</li> <li>How was the space used?</li> <li>How many dancers were there and how were they used?</li> <li>How long was the piece?</li> </ul>   |              |   |

<sup>1</sup> 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        | <b>Script</b><br>Please comment on this for: <ul style="list-style-type: none"> <li>• new work</li> <li>• second productions</li> <li>• classics where the original has been substantially changed</li> </ul>  |           |  |
| Theatre, Dance | <b>Direction</b> <ul style="list-style-type: none"> <li>• Was the work well interpreted?</li> <li>• Was it well cast?</li> <li>• Was it well presented?</li> </ul>   |           |  |
| Dance, Theatre | <b>Use of music</b> <ul style="list-style-type: none"> <li>• Did the music/ sound used enhance the production?</li> <li>• Is it live or recorded?</li> </ul>   |           |  |
| Dance, Theatre | <b>Design</b> <ul style="list-style-type: none"> <li>• How were the costumes, set and lighting?</li> <li>• How did it work in the venue?</li> <li>• Was it technically proficient? (eg lighting and sound cues, etc).</li> </ul>   |           |  |
| All            | <b>Quality of Public Engagement</b><br>Performing Arts/Education - <ul style="list-style-type: none"> <li>• Was the production/event targeted at a particular audience?</li> <li>• Was the production /event appropriate for the audience/participants?</li> <li>• Were you/ engaged/inspired?</li> <li>• Did the audience/ participants appear to be engaged/inspired?</li> <li>• What was their response?</li> <li>• Approximately how many people were there?</li> <li>• Did there appear to be a broad mix of people – age, cultural diversity or disabled?</li> <li>• Are BSL/captioned/audio described performances offered as part of the run/tour/? If so how many?</li> <li>• 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?</li> <li>• Were these targeted at specific age groups?</li> </ul> Education/learning events:<br>In addition, please provide comments on the following (if appropriate): <ul style="list-style-type: none"> <li>• How was it taught/led eg one to one, group, child centred?</li> <li>• What was the composition of the participant group – age range, gender mix?</li> <li>• Is it strategically linked to the curriculum or national policy areas e.g. Early Years, Community Learning &amp; Development</li> <li>• What learning/skills development took place?</li> <li>• What was the quality of the art</li> </ul> | Very Good | Events targeted at general public rather than schools<br><br>All education events related to show great success attracting very large numbers of public/suitable for general public and printmakers<br><br>Approx. forty members of public of all ages at each educational event with 1,598 attending exhibition to date<br><br>Artist & printmaker demos, artists talk & tour, art critic talk and further printmaking workshops, talk & guide by artist for ECA alumni group, talking tour outside, all provide excellent background support. Not targeted at specific age groups<br><br>Group workshops conducted for public of all ages but not linked to curriculum.<br><br>Various demos and workshops both by artist and printmaker staff provided good opportunity for public to learn/develop printmaking knowledge & skills/ranges of ability participating<br><br>Information on website and in exhibition provided public with notification about workshops<br><br>Peacock printmaker staff designed workshops related to show providing usual high standard of tuition<br><br>Well designed layout of space and equipment ideal workshop facilities. Immaculate gallery spaces enhance visitors experience of work, with seating at audio visual material allowing public to watch/listen in ease |

| Artform | Criteria   | Rating | Comments and key reasons for rating |
|---------|--|--------|-------------------------------------|
|         | <p>produced by the participants?</p> <ul style="list-style-type: none"> <li>• Did the workshop tutor have a teaching plan for the session and/or project?</li> <li>• How were participants recruited?</li> <li>• Did participants' views and choices help inform the structure and content of the project?</li> </ul> <p>Crafts/Visual Arts<br/>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"> <li>• Is it easy to find?</li> <li>• Is it on a main transport route?</li> <li>• Are the spaces clean?</li> <li>• What were the sight lines like?</li> <li>• How big was it?</li> </ul>  | <p>Useful map on website/signage to guide visitors down narrow close to Peacock buildings not visible from pedestrian area. Very close to city centre and to bus routes/short walk to train /bus stations</p> <p>Gallery clean bright spacious</p>   |
| <p>Information/ interpretive material at venue—</p> <ul style="list-style-type: none"> <li>• Are there programmes, posters and displays about the event?</li> <li>• Is there information on the venue's website?</li> </ul>  | <p>Posters flyers website information plus eight page textual leaflet provided for public</p>  |
| <p>Publicity/ pre-publicity –</p> <ul style="list-style-type: none"> <li>• What leaflets, posters, websites, did you see the event listed in?</li> <li>• What publicity materials are produced?</li> <li>• Is it easy to understand?</li> <li>• Where can you get the information?</li> <li>• Is there Acknowledgement of Scottish Arts Council Funding <sup>2</sup>?</li> </ul> <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>Posters, local press, websites, art magazines provided pre-publicity</p> <p>Eight page sheets at venue provided clear textual information. But suggest these sheets could include more info. re artist's thinking/quotes, to provide public with further insight to study later</p> <p>Publicity info, apart from textual handout, acknowledges SAC funding</p> |
| <p>Ease of booking and payment</p>   |  |

<sup>2</sup> 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   |  |            |  |            |                    |    |                                   |    |            |    |           |    |                    |    |  |    |
|---|---|--|------------|--|------------|--------------------|----|-----------------------------------|----|------------|----|-----------|----|--------------------|----|--|----|
| <b>Timing of the event</b> <ul style="list-style-type: none"> <li>Did the start and finish time seem to be appropriate for the audience?</li> <li>Was the length appropriate?</li> </ul>  |   |  |            |  |            |                    |    |                                   |    |            |    |           |    |                    |    |  |    |
| <b>Signage and signposting</b> <ul style="list-style-type: none"> <li>Is the entrance clearly marked?</li> <li>Is there clear internal directional signage?</li> <li>Is there Braille signage or signage for audio loops?</li> </ul>  | <p>External and internal signage clearly displayed. Reception staff helpful in guiding public</p> <p>No Braille signage or audio loops. Only large magnifying glass</p>   |  |            |  |            |                    |    |                                   |    |            |    |           |    |                    |    |  |    |
| <b>Access and provision for disabled people</b> <ul style="list-style-type: none"> <li>Please insert yes/no in the boxes to reflect what you notice about the venue/event</li> </ul> <p>Please add in any additional comments below the table</p> <ul style="list-style-type: none"> <li>How many BSL/captioned/audio described performances are there at the venue?</li> </ul> | <table border="1" data-bbox="571 510 1262 1032"> <thead> <tr> <th data-bbox="571 510 823 577"></th> <th data-bbox="828 510 916 577">Yes/<br/>No</th> <th data-bbox="920 510 1165 577"></th> <th data-bbox="1169 510 1262 577">Yes/<br/>No</th> </tr> </thead> <tbody> <tr> <td data-bbox="571 584 823 680">BSL interpretation</td> <td data-bbox="828 584 916 680">No</td> <td data-bbox="920 584 1165 680">Audio description of performances</td> <td data-bbox="1169 584 1262 680">No</td> </tr> <tr> <td data-bbox="571 687 823 761">Captioning</td> <td data-bbox="828 687 916 761">No</td> <td data-bbox="920 687 1165 761">Lift/ramp</td> <td data-bbox="1169 687 1262 761">No</td> </tr> <tr> <td data-bbox="571 768 823 1032">Accessible toilets</td> <td data-bbox="828 768 916 1032">No</td> <td data-bbox="920 768 1165 1032">Accessible marketing materials eg website or alternative formats eg large print, Plain English</td> <td data-bbox="1169 768 1262 1032">No</td> </tr> </tbody> </table> |  | Yes/<br>No |  | Yes/<br>No | BSL interpretation | No | Audio description of performances | No | Captioning | No | Lift/ramp | No | Accessible toilets | No | Accessible marketing materials eg website or alternative formats eg large print, Plain English | No |
|   | Yes/<br>No  |  | Yes/<br>No |  |            |                    |    |                                   |    |            |    |           |    |                    |    |  |    |
| BSL interpretation  | No  | Audio description of performances  | No         |  |            |                    |    |                                   |    |            |    |           |    |                    |    |  |    |
| Captioning  | No  | Lift/ramp  | No         |  |            |                    |    |                                   |    |            |    |           |    |                    |    |  |    |
| Accessible toilets  | No  | Accessible marketing materials eg website or alternative formats eg large print, Plain English | No         |  |            |                    |    |                                   |    |            |    |           |    |                    |    |  |    |
| <b>Customer service</b> <ul style="list-style-type: none"> <li>How was the quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)</li> <li>If possible, comment on how responsive they were to the needs of disabled customers?</li> </ul>  | <p>Staff courteous helpful</p>  |  |            |  |            |                    |    |                                   |    |            |    |           |    |                    |    |  |    |

**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.