



Updated June 2007

**ARTISTIC EVALUATION**

It should be noted the views expressed in this evaluation are intended to represent, as far as possible, an objective aesthetic judgement. Specialist advisors and officers should avoid making judgements based on their own personal tastes and preferences.

**Artist/Company: Street Level Photoworks**

**Venue: Street Level Photoworks, 48 King Street, Glasgow**

**Title of Event: Jerwood Photography Awards**

**Type of Event:** (e.g. performance, exhibition, informal showing, work-in-progress, workshop, screening, lecture etc)

**Visual Art Exhibition**

**Date of Visit: 16 October 2008**

**Overall Rating: 4**

*(Please rate the event overall, taking into account your ratings for each section. Please state the key reasons for your overall ratings – i.e. 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.)*

Name: Stephen Beddoe

Date: 30/10/08

Specialist Advisor

Scottish Arts Council Officer

*Please circle the relevant title*

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 at the end of 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 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:**

- 1 - Very Poor** – standard falls well below what is acceptable.
- 2 - Poor** – not attaining acceptable standards of conception or presentation.
- 3 - Competent** – routine rather than especially interesting.
- 4 - Good** – well conceived and executed

**5 - Excellent** – conceived and executed to a 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	Vision and imagination of work - Quality of ideas, skills in execution; if you've seen the work of this artist(s)/ company before, please comment on the comparison.	5	<p>The exhibition showcases the work of the 2007 Jerwood Photography Prize. The five prize winners are all, interestingly, graduates of the Photography department of London College of Communication. The Jerwood Photography Prize, in its 5<sup>th</sup>. Year, is managed by Portfolio magazine and is now an established and essential annual opportunity for five photographers to establish their professional careers. The artists, who receive £2,500 each, are selected by a panel of established artists and curators (also the Editor of Portfolio magazine). The prize is accompanied by a touring exhibition of the work. This touring exhibition was previously shown at the Djanogly Art Gallery Arts Centre at Nottingham University. Following its time at Street Level it will travel to Oriel Y Lle Dynevor Centre for Art &amp; Design in Swansea.</p> <p>The five exhibiting artists: Sophie Gerrard, Edmund Kevill-Davies, Moira Lovell, Dana Popa and Kevin Newark create photographic works that are diverse in their approaches, subject matter and techniques. All are highly accomplished, engaging and (often) provocative bodies of work. Dana Popa's work traces the tragic lives caught up in human trafficking for prostitution in Europe; Maria Lovell's portraits explore clubbing subcultures by posing young women outside their old schools' in their 'school uniforms'; Sophie Gerrard's eloquent and sadly beautiful work, 'E-wasteland', documents the electronic recycling yards of India; Kevin Newark's work also explores issues of environmental damage with haunting semi-abstract images of plastic bags adrift in the canals of London and Edmund Kevill-Davies enters the bizarre and quirky world of ventriloquist's puppets by taking 'family' portraits in the contradictory setting of the subjects' homes.</p> <p>All the works shown are visually original, critically engaging and span fine art and documentary styles and topics. It is refreshing and reassuring to find such an accomplished body of photographic work on show in the UK. The artists are all addressing real lives and issues with critical vigour and technical astuteness. It is clear that social and environmental commentary is a current trend in photography and no less interesting for this. A common thread in these works seems to be issues of ownership, representation and commodity; whether sexual, material, environmental or psychological.</p>

Artform	Criteria	Rating	Comments and key reasons for rating
			This is a high quality photographic exhibition.
All (if relevant)	<p>Curatorial/ programming vision/ selection Please indicate how the event originated eg from the exhibiting/ producing organisation, artist-led or commissioned.</p> <p>If the event is part of a Festival, please say how it contributes to the overall programme.</p>	3	<p>Street Level Gallery did not curate this exhibition. It is a touring show, whereby the annual prize winners are selected by a panel of artists and curators convened by The Jerwood Foundation and Portfolio magazine. Street Level should, however, be commended for becoming a touring partner, allowing the arts community and the general public in Glasgow to view such an accomplished and engaging exhibition.</p> <p>This exhibition integrates well into the remit and programming policy of Street Level, whose mission is to “make artistic production accessible, both physically and intellectually, to a wide audience”. This exhibition would be of equal critical interest to photographers from both a fine art and documentary approach, whilst the subject matter will be accessible and interesting to the general public, in particular young people.</p>
All	<p>Success of event against stated aims - in the programme or other printed material, including how well it communicated the artistic themes.</p> <p>Education events – see <sup>1</sup>below for guidance</p>	4	<p>The event is very successful set against the aims and objectives of Street Level, which is to broaden the appeal and engagement of visual practice. Moreover, the type of work exhibited as part of the Jerwood Prize addresses both critical engagement and broader social issues and context, areas of particular importance and interest to Street Level.</p> <p>The themes and subject matter were communicated with clarity on interpretation panels in the gallery and in printed handouts, again supporting Street Level’s ambition to showcase contemporary art that is ‘intellectually accessible’.</p>
All	<p>Performers/tutors - technical standard, performance skills and ability to communicate and engage.</p> <p>Where performers are not trained, please reflect this in your comments.</p>	4	The Jerwood Photography Prize has been Developed and executed to a high professional standard prior to its arrival at Street Level Photoworks on the three venue tour. The body of work on show has been displayed to a very high professional standard by Street Level.
Dance, Theatre	Choreography/Use of choreography - originality, use of space, number and use of dancers, length of piece, etc		Not applicable

<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	Script – particularly in relation to new work or second productions. Relevant to classics where the original has been substantially changed.		Not applicable
Theatre, Dance	Direction - Concerns issues of interpretation, casting and presentation.		Not applicable
Dance, Theatre	Use of music – appropriateness and effect of sound or music (whole/part, live/recorded) to the production.		Not applicable
Dance, Theatre	Design – costume, set, lighting. Take into account how appropriate the design is in relation to the venue and, where appropriate, the touring schedule.		Not applicable
All	<p><b>Quality of Presentation/Engagement</b></p> <p>Performing Arts - technical presentation of the production (eg lighting and sound cues, etc).</p> <p>Crafts/Visual Arts - Use of equipment, space and overall layout/hang</p> <p>Education events - relevance/ appropriateness of presentation and teaching methodology (one to one, group, child centred); details of participant group and activity, including genre.</p>	4	<p>The photographic works on display at Street Level have been presented to a high professional standard. It should be noted that Street Level are currently in temporary accommodation whilst awaiting the redevelopment of their new building, but this has not diminished the presentational standard of the show. Each artist has been given the necessary room within the space to best realise how to show the work. Each artists work is accompanied by interpretive text that is clear, informative and intellectually accessible to a wide audience. The work is well lit and there is accompanying printed matter for visitors to the gallery to take away.</p>
All	<p><b>Audience</b></p> <p>Performing Arts - appropriateness of the production for the audience/participants; estimate the size and reaction</p> <p>Crafts/Visual Arts – time spent, interest, activity, and visitors' books comments, number of visitors/ participants at the time of visit</p> <p>Education/learning – pre-event involvement, participants/ schoolteachers reaction, understanding, commitment, enthusiasm, number involved, etc</p>		<p>I spent one hour viewing the exhibition and reading supporting material, text panels, art reviews etc. The gallery worker and project coordinator present were helpful and informative throughout my visit. After I introduced myself as an SAC assessor they provided me with detail on accompanying artists' talks, education workshops and related learning outcomes and evaluation (see below).</p> <p>There were no other visitors during my stay but this was because I arrived early, not realising the space did not open until midday. The staff kindly allowed me to view the exhibition even though the gallery was closed (and not knowing that I was there to assess).</p> <p>The comments book had over 50 entries for this the exhibition. The comments were universally positive in their praise for the exhibition.</p>

Artform	Criteria	Rating	Comments and key reasons for rating
All	Additional Interpretative activity – what activities were available to enhance the experience of the event eg workshops, artist's talks, discussion groups? Please indicate age-groups targeted.	4	<p>I had a discussion with staff during my visit about both artists' talks and any education/outreach activity related to the exhibition.</p> <p>Two of the five exhibiting artists (Sophie Gerrard and Dana Popa) gave a public talk about their work. This was attended by 28 people. Images from the talk are available on the Street Level website at <a href="http://www.streetlevelphotoworks.org/streetlevel/archive/2008/jerwood/jerwood-talks.html">http://www.streetlevelphotoworks.org/streetlevel/archive/2008/jerwood/jerwood-talks.html</a>. The event was introduced and chaired by a freelance visual arts and education worker, Rachel Thibbotumunuwe.</p>
All	Outcomes of education activity – what learning/skills development took place? What did participants take away with them? Are education resources being provided for follow up work? Is it strategically linked to the curriculum (formal or informal)?	4	<p>Education and outreach activities took place in during the exhibition, coordinated by freelance arts and education worker Rachel Thibbotumunuwe . This included visits by young people from Hutchesons' Grammar School, Glasgow. The pupils were given time to view the work in detail and then asked to provide 'newspaper headlines' for the chosen photographs. The subject matter in the exhibition, in particular Dana Popa's work, allowed discussion about complex social issues such as human trafficking, prostitution and, in the case of Sophie Gerrard's work, material consumption and recycling/environmental impact on the economies of emerging nations.</p> <p>Staff provided copies of students' work and the subsequent evaluation and feedback. This feedback was universally positive; indeed a number of students' commented that they felt the workshop was too short. Street Level, in my view, has an innovative, effective and professionally delivered education and outreach programme, which should be commended.</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
Suitability of the venue for the event	Street Level Gallery is currently housed in a temporary space while its new building, Trongate 103, is being developed. The temporary space is perfectly adequate as a visual arts venue; expect for its 1 <sup>st</sup> . floor access issues. The work is exhibited in a professional manner, with each artist given adequate space to show the work.
Information/ interpretive material at venue - programmes, displays etc.	The range of information and interpretive materials available at the exhibition was very good; ranging from a full colour A6 concertina booklet to detailed artists biography's and contextual text about the work on display. There was also additional material promoting Jerwood Visual Arts, recent reviews of the exhibition, information about previous Street Level exhibitions and general information about Street Level resources and education work.

Criteria	Comment
	<p>I was very impressed with the clarity and accessibility of the text contextualising the artists' work. These were easy-to-read, informative and engaging. They were all supplemented by a short artists' quote and biography. As an example, I noted with interest that all four prize winners were graduates of London College of Communications. The texts were available as paper handouts and also displayed as vinyl text next to each artists work.</p> <p>Street Level Gallery provide an excellent website that is accessible, easy to navigate and content-rich. The site provides a wealth of information regarding current and previous exhibitions, darkroom resource information, education and outreach, links to other organisations etc. There is also a section on the progress of the new building development, related lens-based articles and critique and supplemental information on partner projects and off-site initiatives. Many arts organisations fail badly in this important area, so it's heartening to come across one that both informs and provides critical information with such clarity.</p>
<p>Publicity/ pre-publicity –leaflets, posters, websites, etc. What is produced, is it easy to understand and where can you get the information? Please be alert to the publicity available prior to your visit to the event and comment on the company/organisation's website.</p>	<p>As outlined above, there was various promotional material available relating to the exhibition. I also noted publicity material in various other cafes and galleries in the city. The exhibition was promoted in the art press in the lead-up and during the exhibition, and also received positive press exposure (i.e. Scotland on Sunday article). The Jerwood Photography Prize is a national award in association with Portfolio magazine so benefits from combined marketing and promotion with the originators/supporters of the work and exhibition. In essence, this is a touring exhibition of the prize winners, so benefits from national exposure and momentum as the work was exhibited in Nottingham prior to Glasgow and will then be exhibited in Swansea.</p>
<p>Ease of booking and payment</p>	<p>Not applicable.</p>
<p>Location of venue – eg is it easy to find? Is it on a main transport route?</p>	<p>Street Level Gallery is currently housed in a temporary space while its new building, Trongate 103, is being developed nearby. The organisation is, and will be in the future, in a central location. Moreover, Trongate 103 will house eight diverse visual arts organisation when refurbishment is complete, so creating a world class visual arts hub of international significance.</p>
<p>External signage and signposting</p>	<p>There is signage on the external door of the building, guiding people to the temporary 1<sup>st</sup>. floor gallery and darkroom resource.</p>
<p>Internal directional signage</p>	<p>The gallery and darkroom resource is located in a temporary space on the 1<sup>st</sup>. floor. There is adequate internal signage, given the temporary nature of the location.</p>
<p>Access and provision for disabled people – what can you see?</p>	<p>Street Level Gallery is currently housed in a temporary space while the Trongate 103 building is being developed. The temporary gallery and resource is currently on the 1<sup>st</sup>. floor of the building and so has restricted access for visitors with mobility problems and other access issues.</p>

Criteria	Comment
Timing of the event – was the length appropriate? Did the start and finish time seem to be appropriate for the audience?	Not applicable – visual art exhibition
Customer service - quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)	I arrived at the gallery at 10am, unaware that the gallery opened at 12 noon on Thursdays. However, the gallery worker kindly allowed me to view the exhibition. This gallery worker was helpful and informative throughout my visit. I also had a brief discussion with a Programme Manager, who provided some explanation and supporting material relating to the education and outreach strand of the exhibition. The service provided to me on my visit could not be faulted.
Acknowledgement of Scottish Arts Council Funding <sup>2</sup>	The Scottish Arts Council logo was clearly visible in the gallery and on all printed and electronic publicity material

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<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.

### 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.