



ARTISTIC EVALUATION: Visual Art and Crafts

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: Giacomo Brunelli

Venue: streetlevel photoworks

Title of Event : Giacomo Brunelli The Animals

Type of Event: Solo Exhibition

Date of Visit: 11/06/09

Overall Rating: Good

(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.)

Exhibition moving and surprising. Monotonous and busy hang adds to intensity of B&W images.

Name: Elizabeth Ogilvie

Date: 11/06/09

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:

Criteria	Rating	Comments and key reasons for rating
Vision and imagination of work <ul style="list-style-type: none"> Quality of ideas, execution of work and installation if you have seen other work of this artist(s) before, please comment on any relevant comparisons 	Good	Intensity of images arresting, amplified by close hang
Curatorial/ programming vision/ selection <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. 	Good	Accessible works appealing to wide audience, one of principal aims of organisation
Success of event against stated aims of exhibition <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>	Good	<p>Website/programme info gives clear definition of work, photographer's vision.</p> <p>Gallery display intensifies experience of work</p> <p>Venue invited exhibition Artists work previously seen Walsall and Birmingham</p>
Quality of Public Engagement <ul style="list-style-type: none"> Use of space and overall layout/hang? What interpretation or support materials were available? Were labels/maps available and how appropriate were they? Was a Visitor Book available or opportunities for audiences to comment/interact? What were the comments like overall? What activities were available to enhance the experience of the event eg workshops, artist's talks, discussion groups programmes, on line info? 	Good	<p>Concentrated hang accentuated mood within work</p> <p>Information sheet and selection of free postcards of work.</p> <p>Clear info re works</p> <p>Visitors book /enthusiastic comments</p> <p>Artists public talk, website video, artist in conversation, link to artists website, selected images on streetlevel website</p>

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

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																
Location and suitability of the venue for the event <ul style="list-style-type: none"> Is it easy to find? Is it on a main transport route? Are the spaces clean? How suitable was it for the exhibition? 	Not easy to find as venue website map not clear. Close to main transport route. Gallery interior well maintained, approach not encouraging general public. [But immanent new venue] Uncluttered white space enhanced experience of dark strong imagery																
Information/ interpretive material at venue <ul style="list-style-type: none"> Are there programmes, posters and displays about the event? Is there information on the venue's website? 	Information sheet re exhibition. Information about artist's talk and exhibition tour. Venue website displays selected works from show, textual info, events info, video of artist in conversation, artist's website info																
Publicity/ pre-publicity <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/appropriate to the intended audience? Where can you get the information? Is there Acknowledgement of Scottish Arts Council Funding²? <p>Please be alert to the publicity available prior to your visit to the event and comment on the company/organisation's website.</p>	Streetlevel website, The List Information sheets, free postcards, website information Easy to read info for wide audience Website and Gallery SAC acknowledgement on website, information sheets, cards																
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 is not clearly marked at street level. Internal info satisfactory No Braille signage, audio loops																
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 <p>Please add in any additional comments below the table</p>	<table border="1"> <thead> <tr> <th></th> <th>Yes/No</th> <th></th> <th>Yes/No</th> </tr> </thead> <tbody> <tr> <td>BSL interpretation</td> <td>No</td> <td>Audio description</td> <td>No</td> </tr> <tr> <td>Captioning</td> <td>Yes</td> <td>Lift/ramp</td> <td>Lift only after stair</td> </tr> <tr> <td>Accessible toilets</td> <td>Yes</td> <td>Accessible marketing materials eg website or alternative formats eg large print, Plain English</td> <td>Yes</td> </tr> </tbody> </table>		Yes/No		Yes/No	BSL interpretation	No	Audio description	No	Captioning	Yes	Lift/ramp	Lift only after stair	Accessible toilets	Yes	Accessible marketing materials eg website or alternative formats eg large print, Plain English	Yes
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Customer service <ul style="list-style-type: none"> How was the quality and 	No invigilation during gallery visit. Limited wheelchair access																

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

Criteria	Comment
efficiency of staff (invigilators etc) • If possible, comment on how responsive they were to the needs of disabled customers?	

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.