



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: Charlotte Watters

Venue: Taigh Chearsabagh Museum & Arts Centre

Title of Event : The Hover Fields

Type of Event: Solo Exhibition

Date of Visit: 25th - 26th March

Overall Rating:

(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.)

Very Good

Name: Elizabeth Ogilvie

Date: 28/03/10

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 | Vision and imagination of work <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 | Compelling, successful body of work investigating landscape through indefinable connections between emotions, knowledge memory & reality. The Hover Fields is skilfully presented show, development from artist's engaging Masters Show & publication and ambitious curatorial debut, Cargo1, highlighting ongoing strong emotional tie to vast wildernesses |
| All (if relevant) | 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. | Very Good | Artist's theme and vision have very tangible ties with the Arts Centre's philosophy, location and audience |
| All | Success of event against stated aims of project and/or performance <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? Education events – see ¹ below for definition | Very Good | Textual information provides clear account, quoting artist Successful in conveying the artist's ideas/ their genesis/intellectual content Taigh Chearsabagh invited Charlotte Watters to produce a solo show having admired her MFA exhibition/publication and having supported her project Cargo 1. Artist gave an illustrated talk for general public at start of exhibition. [Transcript available]The forty students in two courses based there have access to events during show Art Centre's cultural access officer has organized four-day workshops by artist focusing on their unique Uist landscape. These are designed for P5-S3 pupils with output of simple individual concertina books planned. |
| All | Performers/tutors <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? | | |

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 |
|----------------|--|-----------|--|
| Dance, Theatre | Choreography/Use of choreography <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? | | |
| 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 | | |
| Theatre, Dance | Direction <ul style="list-style-type: none"> Was the work well interpreted? Was it well cast? Was it well presented? | | |
| Dance, Theatre | Use of music <ul style="list-style-type: none"> Did the music/ sound used enhance the production? Is it live or recorded? | | |
| 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). | | |
| 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 | Very Good | <p>Artist's concepts related and were appropriate to art centre/island environment thus visitors/locals naturally inclined to respond to work.</p> <p>Engaging work, successful, intelligent response to environment. Interesting related research material/publications on display. Many of framed photo works sold, confirming work's appeal</p> <p>Already popular busy venue with good numbers visiting exhibition/other amenities in Centre. Visitors book displayed their interest in exhibition Groups visiting varied from approx. twelve to two including all ages, visitors to island, locals, disabled. 1139 visitors in Feb. and 1500 in March</p> <p>Visitors can read comprehensive description at exhibition entrance/pick up leaflets Workshops by artist designed for school pupils [P5-S3]</p> <p>Artist talk for general public in initial stages</p> <p>On line information on Facebook re activities while progressing towards new Word Press website. Problems with current internet server</p> <p>Future Workshops 19th-23rd April/School staff to assist artist during workshops, comprising P5-S3 range of age groups which are also linked to Community learning and development, encouraging island schools and pupils to frequent centre</p> <p>Workshops designed to promote engagement</p> |

| Artform | Criteria | Rating | Comments and key reasons for rating |
|---------|--|--------|--|
| | <p>curriculum or national policy areas e.g. Early Years, Community Learning & Development</p> <ul style="list-style-type: none"> • What learning/skills development took place? • What was the quality of the art produced by the participants? • 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> | | <p>with and study of landscape, drawing using direct observation with planned output of simple individual concertina books. Taigh Chearsabagh Cultural Access Officer approached Education authorities on Island</p> <p>Workshop designed to suit various age groups among school pupils and appropriate to island environment</p> <p>Skilful exhibition layout/use of space enhancing enjoyment of work</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>An island venue in idyllic setting on shore ideally suited for exhibition concerning environment.</p> <p>Visitors to island automatically reach Centre, located close to ferry terminal/highly visible off main road Well maintained, welcoming spacious building expanding over years</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>Publicity material clearly displayed close to gallery entrances/hand outs available</p> <p>Venue website displays limited information but to undergo redevelopment. Access to information on Facebook meanwhile</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>Full A3 Page publicity of exhibitions & events designed by Taigh Chearsabagh bi-monthly for award winning local press, Am Paipear. Distribution of 1,500/Gallery listings in various art periodicals.</p> <p>Website info is poor and confusing due to problems with provider but to be redesigned shortly. Meanwhile some advertising material has been migrated to Facebook</p> <p>Clear, simple language used to describe events. Ample acknowledgement of Scottish Arts Council funding and display of SAC logo</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

| Criteria | Comment | | | | | | | | | | | | | | | | |
|---|---|--|--------|--|--------|--------------------|----|-----------------------------------|----|------------|-----|-----------|-----|--------------------|-----|--|-----|
| Ease of booking and payment | Free | | | | | | | | | | | | | | | | |
| 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? | Yes | | | | | | | | | | | | | | | | |
| 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? | Access clear, as is circulation in building. Braille signage on doors into galleries and audio loops exist in lower gallery | | | | | | | | | | | | | | | | |
| 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"> <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 of performances</td> <td>No</td> </tr> <tr> <td>Captioning</td> <td>Yes</td> <td>Lift/ramp</td> <td>Yes</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 of performances | No | Captioning | Yes | Lift/ramp | Yes | Accessible toilets | Yes | Accessible marketing materials eg website or alternative formats eg large print, Plain English | Yes |
| | Yes/No | | Yes/No | | | | | | | | | | | | | | |
| BSL interpretation | No | Audio description of performances | No | | | | | | | | | | | | | | |
| Captioning | Yes | Lift/ramp | Yes | | | | | | | | | | | | | | |
| Accessible toilets | Yes | Accessible marketing materials eg website or alternative formats eg large print, Plain English | Yes | | | | | | | | | | | | | | |
| 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? | Staff well trained, professional, resourceful, engage with public Disabled are able to access all parts of building and everyone is made very welcome | | | | | | | | | | | | | | | | |

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.