



Scottish Arts Council

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: Alex Frost

Venue: Tramway

Title of Event: Format Wars

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

Date of Visit: 4/8/07

Overall Rating: 5

(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.)

Tramway's commission of two new works by Alex Frost was a highly successful one, with the siting of the pieces working well in the project room and the exterior of Tramway's café patio area. The only weakness of the project was the low attendance for Alex Frost's talk as part of the additional programme – however, Tramway had advertised it particularly extensively so this low figure is not a true reflection of the organisation's efforts.

Name: Jenny Brownrigg _____ Date: 23 / 08 / 07 _____

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	It was a pleasure to see new work by Alex Frost who is continuing to develop his investigation into the tension between the modular repetition of Minimalism versus the gestural nature of the handmade. The two works in Format Wars continued to expand on Frost's interests in presenting this dichotomy in the one physical object – on this occasion in Format Wars within two mosaic freizes. I particularly enjoyed the second piece sited in the café pation area overlooking the Hidden Gardens. It was the perfortc site for Frost's pice as the tension within the mosiac is mirrored in the layout of the Hidden Gardens itself – where reigned in structure of the formal garden is in direct contrast to the wilder areas of the garden.
All (if relevant)	Curatorial/ programming vision/ selection Please indicate how the event originated eg from the exhibiting/ producing organisation, artist-led or commissioned. If the event is part of a Festival, please say how it contributes to the overall programme.	5	'Format Wars' is a two-piece work commissioned by Tramway, with one work sited in the Tramway Project Room, and the other sited externally in the café area which ajoins with the Hidden Gardens, for the duration of the exhibition.
All	Success of event against stated aims - in the programme or other printed material, including how well it communicated the artistic themes. Education events – see ¹ below for guidance	5	There was a short interpretation sheet accompanying 'Format Wars', which ably communicates the artistic themes, in particular focusing on the tension that the artist is exploring, in this case between high technology versus hand craft.
All	Performers/tutors - technical standard, performance skills and ability to communicate and engage. Where performers are not trained, please reflect this in your comments.		n/a
Dance, Theatre	Choreography/Use of choreography - originality, use of space, number and use of dancers, length of piece, etc		n/a
Theatre	Script – particularly in relation to new work or second productions. Relevant to classics where the original has been substantially changed.		n/a

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, Dance	Direction - Concerns issues of interpretation, casting and presentation.		n/a
Dance, Theatre	Use of music – appropriateness and effect of sound or music (whole/part, live/recorded) to the production.		n/a
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.		n/a
All	<p>Quality of Presentation/Engagement</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>	5	I enjoyed seeing one work simply hung and lit within the Project Room's darkened space, versus seeing the second work sited externally in full daylight in the café patio area. With this second work placed on an external white wall of the Tramway building, the colours of the mosaic were a delight to see against the wider brick patchwork of exposed terracotta brick and plaster of the Tramway's external walls. The placement of this work could not have been bettered.
All	<p>Audience</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>		5 people came into the Project Room space when I was there. 15 people were outside in the external café area where the second work was sited.
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.		Alex Frost gave an artist's talk on Wed 11 July at 6.30pm. It was attended by 3 people.
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)?		n/a

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	
Information/ interpretive material at venue - programmes, displays etc.	One-side of A4 interpretation was available outside the project room and also at the main Tramway Reception. An invigilator manned the entrance to the Project Room and was available for questions. A comprehensive folder of images of Frost's previous works was on a table outside the Project Room space. The folder was excellent as it showed the development of Frost's work previous to the commissions at Tramway.
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.	Below is an outline of the activities undertaken, all of which included information on Alex Frost's talk. Full page in Tramway's Apr-Aug 07 brochure, print run 30,000 A6 card, print run 6,000 A3 poster, print run 100 Press release to local/national targeted press contacts and listings Half page in Frieze magazine
Ease of booking and payment	n/a
Location of venue – eg is it easy to find? Is it on a main transport route?	Tramway is accessible by train (Pollockshaws East Station is the nearest), Underground (Shields), by bus and car.
External signage and signposting	There is signage at Pollokshields East station saying it's the stop for Tramway. Tramway is clearly recognisable from signage on exterior of building, which is visible from Pollockshaws Road, the main road off which Tramway is situated.
Internal directional signage	Directional signage in the building is very clear. There was clear signage directing to the second piece of 'Format Wars' located in the Tramway café patio.
Access and provision for disabled people – what can you see?	The Tramway building is fully compliant for disability access with the appropriate lift to the Project Room and the external café patio being on the level to entrance. Tramway also has disabled toilet facilities.
Timing of the event – was the length appropriate? Did the start and finish time seem to be appropriate for the audience?	The exhibition ran July 8-Aug 5 th 2007. The gallery was open Tue-Fri 10am-5pm, Sat & Sun 12-5pm. The work on the Café patio could be viewed during Hidden Garden opening times, which was Tue – Sat: 10am-8pm, and Sun 12 noon -6pm.

Criteria	Comment
Customer service - quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)	The member of gallery staff I spoke to was friendly and able to answer my questions.
Acknowledgement of Scottish Arts Council Funding ²	The SAC is acknowledged on all print.

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.

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.