



**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: Carolyn Barrett and Harriet Tritton**

**Venue: Transmission Gallery**

**Title of Event : Guest**

**Type of Event: Exhibition**

**Date of Visit: 23<sup>rd</sup> January 2010**

**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.)*

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Date: 14/02/10

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:

Criteria	Rating	Comments and key reasons for rating
<b>Vision and imagination of work</b> <ul style="list-style-type: none"> <li>Quality of ideas, execution of work and installation</li> <li>if you have seen other work of this artist(s) before, please comment on any relevant comparisons</li> </ul>	Very Good	Well presented project exhibition. Good pairing of artists work with thematic overlaps. Playful and intriguing work.
<b>Curatorial/ programming vision/ selection</b> <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>The committee invited two artists who previously did not know each other, both of whom are emerging artists at slightly different points in their career, to present new work in a two person exhibition. Therefore giving a platform to two emerging artists providing them with the associated support and publicity- which is an important part of Transmissions aims and objectives.</p> <p>The pairing worked very well which suggests a good curatorial understanding of both artists work. There was a dialogue between the individual works, with one work being a joint piece, which came about through the installation process- an intriguing display of objects in a vitrine.</p>
<b>Success of event against stated aims of exhibition</b> <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>As part of Transmissions ongoing programme of project exhibitions this is a successful exhibition meeting the aims as stated in the Press Release (also found on the website) that these types of shows are ‘a forum for artists to test out new ideas in public, a space for experimentation’.</p> <p>As mentioned both the artists were invited by the organisation to produce new work for the exhibition.</p>
<b>Quality of Public Engagement</b> <ul style="list-style-type: none"> <li>Use of space and overall layout/hang?</li> <li>What interpretation or support materials were available?</li> <li>Were labels/maps available and how appropriate were they?</li> <li>Was a Visitor Book available or opportunities for audiences to comment/interact? What were the comments like overall?</li> <li>What activities were available to enhance the experience of the event eg workshops, artist’s talks, discussion groups programmes, on line info?</li> </ul>	Good	<p>The layout and hang of the exhibition was decided by the artists, the committee consciously handing over the space and this process- this being part of the ethos for these ‘projects’.</p> <p>The exhibition layout could have been better, and there might be a suggestion that the committee could guide the artists a little more- if indeed this process is entirely handed over. For example Carolyn Barrett’s installation, which included a video monitor on the floor was too directed at the viewer coming into the gallery space. The viewer could therefore scan almost the whole exhibition from this one vantage point.</p>

<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.

Criteria	Rating	Comments and key reasons for rating
		<p>Interpretative material was only in the form of a Press Release which contains a brief summary of the artists practise and a very brief biog. It would be good for Transmission to provide the audience with a bit more information- an artist's statement, and biography would be interesting and informative; an accompanying essay/ or more detailed exhibition sheet; copies of reviews from previous exhibitions.</p> <p>Map of layout of works with titles was clear.</p> <p>Member of committee very approachable, and informative.</p> <p>Shelves of magazines, catalogues, publications and posters always informative and a very valuable resource for visitors to the gallery.</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>How suitable was it for the exhibition?</li> </ul>	<p>Very easy to find, although it is worth noting that there is no access to Transmission through Trongate 103. It is only wheel chair access to Transmission's basement through Trongate 103. It is on a main transport route. Spaces were clean.</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>Inside the venue are Press Releases (which has the titles and layout of works on the back) as well as invite cards.</p> <p>No displays or information about the exhibition in the vast new window frontage that Transmission now has- this space could easily be utilised for signage/ publicity for example- vinyl on to the glass window, poster/ invite on the interior white walls, or even the invite sitting on the shelf/ floor. Something to say that there is an exhibition inside, and that Transmission is a gallery space.</p> <p>The Press Release is also on the website.</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/appropriate to the intended audience?</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>Received an email mail out.</p> <p>Invite and press release through the post both to work and home. Invite and press release on website.</p> <p>Press Release easy to understand, however as detailed above more information could be provided about exhibition and artist at the venue.</p> <p>Website is very good and clear. List of all previous exhibitions detailed on the site (although Press Releases attached only to the recent past exhibitions). A members page with images of work, and biographies about the artists- a great resource for members and curators alike. (Matching the now almost complete archive space they have down in basement- which looks fantastic, and again a very valuable resource). On the <i>About</i> page it might be an idea to update the photo of the now refurbished gallery. SAC acknowledged on all printed material and website.</p>
<p>Signage and signposting</p> <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>Gallery is clearly marked as Transmission, however as mentioned previously more signage needs to be provided using the new glass frontage area to let passers by know what is on inside, and the Transmission is a gallery space.</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			
<p>Access and provision for disabled people</p> <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>		<b>Yes/No</b>		<b>Yes/No</b>
	BSL interpretation	No	Audio description	No
	Captioning	No	Lift/ramp	Yes (see below)
	Accessible toilets	Yes	Accessible marketing materials eg website or alternative formats eg large print, Plain English	No
<p>Customer service</p> <ul style="list-style-type: none"> <li>How was the quality and efficiency of staff (invigilators etc)</li> <li>If possible, comment on how responsive they were to the needs of disabled customers?</li> </ul>	<p>One member of the committee on duty. He was extremely helpful and informative. Very approachable.</p> <p>The facilities are there to be responsive to the needs of a wheel chair user- wheel chair access provided through main entrance to the gallery, and if access required to basement space access is possible through Trongate 103.</p> <p>Invigilators/ committee members on hand to discuss the work directly with the audience</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.

