



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: The Travelling Gallery**

**Venue: The City Art Centre, Edinburgh**

**Title of Event: On Edge**

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

**Date of Visit: 5 December 2008**

**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.)*

In my evaluation, I have rated The Travelling Gallery's 'On Edge' exhibition as a '5' in every criteria category. An evaluation on curation alone would rate 5 for this exhibit. In addition to this, the travelling Gallery's team are also providing excellence in the areas of education, outreach and interpretation.

A very accomplished presentation of work of the highest standard is matched by a creative and committed approach to providing Scotland's children with the very best of what is available in the visual arts in Scotland.

A shining example of can be provided if we strive for excellence and do not compromise on quality. This project reached over 1,000 Scottish schoolchildren alone during it's run.

Name: Wendy McMurdo

Date:07/12/08

**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	A concise and intelligently curated exhibit. A good range of art forms –with work by some of Scotland's most respected practitioners through to works by emerging artists. The concept of the exhibition – works relating to the sea or coastal region – was clearly and effectively expressed throughout. The original juxtapositions – between more familiar works by established Artists and unfamiliar work by new graduates worked very well here.
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	This project was researched and developed by The Travelling Gallery Curator Alison Chisholm, with support in educational outreach by Jo Arkesy.
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 <sup>1</sup> below for guidance	5	'On Edge' was a skilfully hung exhibition, including; sound work, moving image and projection, alongside still photography, sculpture and book-works - all within the confines of the travelling gallery. The educational resource pack (supplied to all teachers and classes in advance of the Travelling Gallery's visit) was superb. Alongside this was a clear, well-laid out and highly informative brochure on the exhibition, which was available to take home to all attending. This brochure contained lots of background information on the exhibitors and links to relevant sites.
All	Performers/tutors - technical standard, performance skills and ability to communicate and engage.  Where performers are not trained, please reflect this in your comments.	5	The curator was in the Gallery on the day of my visit and was highly informative and helpful.
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

<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, 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><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>	5	A startlingly effective use of a beautifully renovated space. Every part of the space was well utilized, right down to the flat surfaces, where a small collection of young Artists book on the subject of the sea had been put on display for the first time.
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>		Visitors book available, plus feedback facility on website too. Complete visitor numbers also on web site. On the afternoon of my visit, there was a reasonable trickle of visitors considering the monsoon-like weather conditions. I visited the exhibition on the last afternoon of what had obviously been a highly successful 4-month run.
All	<p><b>Additional Interpretative activity</b> – what activities were available to enhance the experience of the event e.g. workshops, artist's talks, discussion groups? Please indicate age-groups targeted.</p>	5	The Travelling Gallery visited over 60 schools (primary and secondary and dozens of community halls and public spaces) during the run of 'On Edge'. The Travelling Gallery enjoyed visitor figures of over 1,100 during the period 24 <sup>th</sup> August – 5 <sup>th</sup> Dec 2008.. During school visits to the TG, organized sessions in the gallery are centred on the Travelling Gallery's Educational Resource Pack with teachers and pupils involved.
All	<p><b>Outcomes of education activity</b> – 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)?</p>	5	Copious developmental materials included in the educational resource pack. Activities included in this pack are closely linked to the curriculum and are aimed at both upper primary and also secondary school pupils. The highly informative exhibition brochure is also made available for students to take home with them.

## 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	Multiple venues spread widely throughout the country.
Information/ interpretive material at venue - programmes, displays etc.	Excellent range of supporting material available.
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.	Very good website. Every thing you could want to know about The Travelling Gallery – from how to book the facility through to an archive of past projects – is on this excellent site. Good, well-produced brochure to take away very helpful also.
Ease of booking and payment	n/a
Location of venue – eg is it easy to find? Is it on a main transport route?	On my visit – parked directly outside The city Art Centre, Market Street in Edinburgh (just as the website told me it would be!)
External signage and signposting	n/a
Internal directional signage	n/a
Access and provision for disabled people – what can you see?	Assistance available for wheelchair users on request.
Timing of the event – was the length appropriate? Did the start and finish time seem to be appropriate for the audience?	n/a
Customer service - quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)	Very helpful
Acknowledgement of Scottish Arts Council Funding <sup>2</sup>	Yes

<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.

Thank you to Wendy McMurdo for her generous assessment. Our actual visitor figures were much higher than was noted in the report. Wendy may not have scrolled down when taking figures off our website. From 23 August until 5<sup>th</sup> December 2008 we had 8,973 visitors, over 6,000 of these were at schools. 203 participants took part in 14 artist-led workshops.

Many thanks

Alison Chisholm  
Travelling Gallery Curator