



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: Visible Fictions **Venue:** Perth Theatre Studio **Title of Event:**

Shopping for Shoes **Type of Event:** (e.g. performance, exhibition, informal showing,

work-in-progress,

workshop, screening, lecture etc)

Performance

Date of Visit: 20 September 2007

Overall Rating: Excellent

(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.)

This was a heart warming, witty and unpretentious production that suited its audience exactly. Great script and central performance and highly original and clever staging.

Name: __Lorna Duguid_____ Date:20/09/2007 Specialist Advisor x

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.	excellent	This was a highly imaginative staging of this script. The use of giant shoe boxes as parts of an ever revolving set, with different Character indicators and props inside each one were frankly breath taking in their complexity. The use of shoes to represent each character was witty and original. The play deals with difficult teenage emotions of crushes and self esteem in a fantastically non patronising and funny way and manages to evoke empathy for the characters, while revealing them to sometimes be foolish.
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.		
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 below for guidance	Excellent	The programme stated that this was a play for everyone who had ever had a crush on anyone and in that light-hearted way it did fulfil its aim, but more importantly the company's aim is to engage young people with the imaginative world of theatre. This was absolutely achieved here as the predominantly 13-15 yr old audience were absolutely intent and carried along by the wit not only of the script but the performance and stagecraft.
All	Performers/tutors -technical standard, performance skills and ability to communicate and engage. Where performers are not trained, please reflect this in your comments.	excellent	The lone female performer was excellent and had a great rapport with her audience. She also showed amazing powers of recall as she manipulated the shoe boxes on top and around each other always remembering which items for the next scene were in which!
Dance, Theatre	Choreography/Use of choreography -originality, use of space, number and use of dancers, length of piece, etc		
Theatre	Script – particularly in relation to new work or second productions. Relevant to classics where the original has been substantially changed.	excellent	A very good script aimed at young people with no pretension or pandering to a younger audience.

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.	Excellent	As mentioned above the direction was witty and original despite giving the poor actress an inordinate amount to do.
Dance, Theatre	Use of music – appropriateness and effect of sound or music (whole/part, live/recorded) to the production.	excellent	Recorded music by well known bands and singers was well used to underline character and create mood.
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.	excellent	The very simple set belied the technically sophisticated nature of this piece. This was ideal for the small space of the studio. Costume was very simple apart from the costume pieces of the trainers, which drew gasps of envy from the young audience members.
All	Quality of Presentation/Engagement Performing Arts -technical presentation of the production (eg lighting and sound cues, etc). Crafts/Visual Arts -Use of equipment, space and overall layout/hang Education events - relevance/ appropriateness of presentation and teaching methodology (one to one, group, child centred); details of participant group and activity, including genre.	excellent	Very well polished production.
All	Audience Performing Arts - appropriateness of the production for the audience/participants; estimate the size and reaction Crafts/Visual Arts – time spent, interest, activity, and visitors' books comments, number of visitors/ participants at the time of visit Education/learning – pre-event involvement, participants/ schoolteachers reaction, understanding, commitment, enthusiasm, number involved, etc		
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.	n/k	
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/k	

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	Very good small studio space.
Information/ interpretive material at venue -programmes, displays etc.	Free programme
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.	Horse cross web site very clear and easy to use. Visible Fictions web site also very informative
Ease of booking and payment	Tickets booked by internet very easily
Location of venue – eg is it easy to find? Is it on a main transport route?	Fine
External signage and signposting	Fine
Internal directional signage	Fine
Access and provision for disabled people – what can you see?	Seemed ok
Timing of the event – was the length appropriate? Did the start and finish time seem to be appropriate for the audience?	Fine
Customer service -quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)	FOH staff very good-particularly when dealing with a wheelchair user. Young usher was obviously well trained and respectful.
Acknowledgement of Scottish Arts Council Funding ²	yes

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.