



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:

Venue: The Pier Arts Centre

Title of Event : Christmas Open Exhibition

Type of Event: Visual Arts Exhibition

Date of Visit: 16/12/2009

Overall Rating: Satisfactory

(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.)

Overall, the exhibition was professionally installed and well presented, the installation team doing as well as possible to show the individual works taking into consideration the imposed restrictions of an open submission process and the pressure on space. However, although the show included some good works there were too many which were either technically not good enough or conceptually naïve. The sheer amount of these tended overwhelm anything of quality. Despite this artistic shortfall the exhibition seemed to fulfil a secondary function, that of placing the Pier within Orkney's community and a valuable means of including resident artists within the wider programme of the gallery.

Name: Daniel Brown

Date: 28/12/09

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	<p>Vision and imagination of work</p> <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 	Satisfactory	<p>The open submission format of the exhibition means that there is a huge number of individual works and a diverse range of, approaches, ideas, materials and quality presented within the show. The majority of the works were 2 dimensional wall based paintings, drawings or collages, interspersed with some sculpture and applied crafts. The quality of these works varied from the very accomplished to the relatively amateur. As with all these types of exhibitions this results in a rather confused installation which doesn't show the more accomplished works to their optimum. The landscape and environment of Orkney dominates the thematic concerns of the participating artists. Although this was often approached in a rather unimaginative way, this underlying theme acted as galvanising force drawing the show together, giving the collection of works a sense of community and place and preventing the exhibition from becoming incoherent.</p>
All (if relevant)	<p>Curatorial/ programming vision/ selection</p> <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. 	good	<p>This was an open submission show with no curatorial selection. The exhibition had been installed very professionally, dealing well with dual problems of the sheer quantity and range in quality of the constituent works. This exhibition seems to have an important place within the wider programme of the Pier, placing the institution firmly within the community of Orkney, allowing local artists the opportunity to exhibit and giving residents a sense of ownership, participation and perhaps local relevance. It would seem to be a good means of engaging the local public in the Arts Centre.</p>
All	<p>Success of event against stated aims of project and/or performance</p> <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? <p>Education events – see ¹ below for definition</p>	Satisfactory	<p>There was adequate information on the website but no printed material. Given the nature of the exhibition this may have been impractical in terms of the number of participants and the short period of time between the final hand in and the opening of the show. It was an open call with no set themes although the landscape of Orkney emerged as an unofficial one.</p>

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
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? 	n.a.	
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? 	good	<p>This was an exhibition consisting of local artists and because of the timetabling, aimed at an audience coming largely from the local community which was entirely appropriate, making sense in terms of timing and context.</p> <p>There was no one in the gallery when I visited.</p> <p>The show was engaging.</p> <p>There was no supporting materials or events.</p> <p>In summary a well presented exhibition providing a forum for a community of local artists.</p>

Artform	Criteria	Rating	Comments and key reasons for rating
	<p>Education/learning events: In addition, please provide comments on the following (if appropriate):</p> <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 curriculum or national policy areas e.g. Early Years, Community Learning & Development • 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>		

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>The Pier is an excellent venue, good spaces and well served by public transport links</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>There was a brief description/introduction for the show on the Pier's website. I didn't see any posters or printed material either advertising or supporting the exhibition.</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? 	<p>The exhibition was not fully supported by pre publicity unless this was only done so locally. It was supported by Information on website which was easily available and accessible. SAC funding was acknowledged throughout the gallery.</p>

Criteria	Comment																
<ul style="list-style-type: none"> Where can you get the information? Is there Acknowledgement of Scottish Arts Council Funding²? <p>Please be alert to the publicity available prior to your visit to the event and comment on the company/organisation's website.</p>																	
Ease of booking and payment																	
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? 																	
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? 	The signage was excellent.																
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 <p>Please add in any additional comments below the table</p> <ul style="list-style-type: none"> How many BSL/captioned/audio described performances are there at the venue? 	<table border="1" data-bbox="571 853 1257 1373"> <thead> <tr> <th></th> <th>Yes/No</th> <th></th> <th>Yes/No</th> </tr> </thead> <tbody> <tr> <td>BSL interpretation</td> <td></td> <td>Audio description of performances</td> <td></td> </tr> <tr> <td>Captioning</td> <td></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></td> </tr> </tbody> </table>		Yes/No		Yes/No	BSL interpretation		Audio description of performances		Captioning		Lift/ramp	yes	Accessible toilets	yes	Accessible marketing materials eg website or alternative formats eg large print, Plain English	
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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? 	The quality of customer services was good. The staff were, approachable and provided information about the exhibition and the venue.																

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.