



**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.**

<b>Artist/s:</b>	<b>Colin Gray</b>
<b>Venue:</b>	<b>Street Level Photoworks</b>
<b>Title of Event/s:</b>	<b>In Sickness and in Health</b>
<b>Type of Event:</b>	<b>Exhibition</b>
<b>Date of Visit/s:</b>	<b>2/12/2009</b>
<b>Overall Rating:</b>	<b>Excellent</b>
<i>(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.)</i>	
Name: Rose Frain	Date: 18/12/2009
Scottish Arts Council Officer	<b>Specialist Advisor</b> ✓

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
<p>Vision and imagination of work</p> <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>	Excellent	<p>'In Sickness and in Health' , begun in 2000, is the final part of Colin Gray's The Parents series. It is a photographic project charting the deterioration of his parent's health and ultimately his mothers' death.</p> <p>He writes: "my personal project, The Parents, is now in it's 27th year" .</p> <p>Installed throughout the two gallery rooms and in the entrance space of Street Level Photoworks 'In Sickness and in Health' is an unsentimental, personal testimony, sensitively realised in a range of photographic registers. Highly edited, spanning time, the exhibition provides a compelling and emotionally charged experience which raises the stakes of this photographic practice.</p>
<p>Curatorial/ programming vision/ selection</p> <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>	Excellent	<ul style="list-style-type: none"> <li>Very well indeed. Quality of work/ nature of the work/ photographic range.</li> <li>The exhibition is appropriate for a range of viewer constituencies from art world professional to general public.</li> </ul>
<p>Success of event against stated aims of exhibition</p> <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	<ul style="list-style-type: none"> <li>It exceeds the expectations created by the publicity.</li> <li>Excellenty.</li> <li>From Street Level and the artist.</li> </ul> <p>See below.</p>
<p>Quality of Public Engagement</p> <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,</li> </ul>	Very Good	<ul style="list-style-type: none"> <li>Excellent</li> <li>Two gallery rooms and the entrance space, very well (and airily) installed. In addition to the photographs a work on canvas "Birth Sheet' along with Colin Gray's birth certificate is presented.</li> <li>Interpretation Resources clickable on Website. Events, Projects + Related Links.</li> <li>Labels: commendably non intrusive, sufficiently helpful, carefully sited.</li> </ul>

<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
on line info?		<ul style="list-style-type: none"> <li>• <b>Comments book</b> (on a bench inside the gallery.) Many pages of comments, all (?) positive, e.g.: "Very powerful, very beautiful" , "fantastic group pictures.. a very human story", "It's beyond words" "I feel close to this, brings back so many memories", " I feel every single photo", "Very sad, but inspiring".</li> <li>• An <b>artists talk / exhibition tour</b> on Saturday 14th November 2009</li> <li>• The 'documentation' link on the venue website is a series of photographs of the artist's talk, consisting of a series of very similar images of people looking at the artist pointing to a work. A summary of the text of the talk with perhaps one photo of the event in situ would've been more useful and potentially engaging.</li> <li>• "A 'minigraph' with an essay by Sue Steward has been produced by Street Level to accompany the exhibition." This is a (free) fold out publication with images and an essay printed on extremely thick card. The essay could've been pitched differently I think, as it's anomalous to the high production values of the publication and indeed to the quality of the exhibition.</li> <li>• A hard back book 'In Sickness and in Health' published by Steidl Mack, is now available .</li> <li>• <b>Social Media:</b> flkr.</li> </ul> <p>An extensive Education + Collaboration programme is provided by Street Level Photoworks: "... in the community, with schools and with agencies working across areas of inclusion, social justice, and equalities. ... to enable the creativity of non-artists, increase involvement by under-represented groups, and assist the artistic programme by engaging participants..." Exhibition specific workshops also take place.</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																
<b>Location and suitability of the venue for the event</b> <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>	<ul style="list-style-type: none"> <li>Easy to find assuming you've accessed an accurate listing (!) (see below 'Publicity')</li> </ul> <p>Yes. Yes Very.</p>																
<b>Information/ interpretive material at venue</b> <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>	<ul style="list-style-type: none"> <li>An A4 handout. A fold out publication with text and images. (free) A Hardback book. Concise texts, discretely wall based.</li> </ul> <p>• Yes, comprehensive information and images on the website.</p>																
<b>Publicity/ pre-publicity</b> <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>	<ul style="list-style-type: none"> <li>Mailed out Invitation card.</li> <li>A4 sheet.</li> <li>( Other.)</li> </ul> <p><u>Listed</u> in local and national press and website listings e.g. The List /The Skinny/ what's on glasgow/ www.ephotozine/ Art Monthly/ the Guardian. Etc. But there are anomalies: Google maps still comes up with the old address: 6 King Street. And The Guardian listings 28th Nov- 4th Dec gave the old address.</p> <ul style="list-style-type: none"> <li>Very easy to understand.</li> <li>Available At venue and online.</li> <li>Yes. SAC on the website and on publications and handouts.</li> </ul>																
<b>Signage and signposting</b> <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>Yes Yes N/A</p>																
<b>Access and provision for disabled people</b> <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>	<table border="1"> <thead> <tr> <th></th> <th>Yes/No</th> <th></th> <th>Yes/No</th> </tr> </thead> <tbody> <tr> <td>BSL interpretation</td> <td>N/A</td> <td>Audio description</td> <td>N/A</td> </tr> <tr> <td>Captioning</td> <td>N/A</td> <td>Lift/ramp</td> <td>Fully Accessible</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>*Yes, Website * Large print not available that</td> </tr> </tbody> </table>		Yes/No		Yes/No	BSL interpretation	N/A	Audio description	N/A	Captioning	N/A	Lift/ramp	Fully Accessible	Accessible toilets	Yes	Accessible marketing materials eg website or alternative formats eg large print, Plain English	*Yes, Website * Large print not available that
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<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				
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%; text-align: right;">day.</td> </tr> </table>				day.
			day.		
<b>Customer service</b> <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>Excellent: welcoming and helpful without being intrusive. I encountered two different attendants as I made two visits on the same day.</p> <p>The venue is fully accessible.</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.