



Scottish Arts Council

### Artistic Evaluation – Visual Arts

**Organisation/Venue:** An Tobar  
**Title of Event:** Douglas Robertson – Island Postcards  
**Type of Event;** Exhibition  
**Date of Visit:** 17 September 2003

This report has been commissioned by the Scottish Arts Council to evaluate the artistic quality of the production named below. 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 may be made available to Scottish Arts Council Officers, Council and Committee members, and specialist advisors as appropriate. It will 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 Council to report on the overall performance of its Core 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.

This form is available electronically. Please word process/type response.

Assessment will depend of nature of event/exhibition reviewed but we anticipate it should take between 30 - 45 minutes to fill this form in.

**Overall Rating:** *(Please rate the production 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)*

Island postcards included work inspired by the artists travels around the Scottish coastline. The works were mainly 3 dimensional and wall mounted. As part of the exhibition the artists put small postcard sized works at sites on islands and pictures of these together with instruction of how to find them were included in the exhibition – hence its name. The exhibition was well displayed and was very appropriate for the venue – relating specifically to island sites. From the visitors book it was clear that the exhibition had been well received.

## 1. Artistic Assessment

Please evaluate the **artistic quality** of the exhibition/event and assess the strengths and weaknesses with specific reference to the following:

### 1.1 Vision and imagination

	Rating	Comment and key reasons for rating
Artist's Work <i>(include quality of ideas, skills in execution, if you seen the work of this artist/ artists before - particularly in relation to new work, or second productions)</i>	Good	The work was well executed.
Curatorial Vision/Selection	Good	The work was suitable for the space and also in the context of An Tobar's visual arts and crafts programming.
Please indicate, as far as you are aware, if the event has been originated by the exhibiting organisation, hired, a collaboration, part of a festival, artist led	Good	The exhibition was hired by An Tobar. 10 pieces of work were shown in other venues around the coast and on islands as part of the exhibition, and the exhibition included drawings of these with instructions on how to find them.

### 1.2 Clarity of communication

	Rating	Comment and key reasons for rating
Please indicate range, quantity, clarity, tone and level of Interpretative information/ material provided at the venue <i>(wall panels, labels, catalogue, leaflets, artists CVs)</i>	Good	The interpretative material about each piece of work was very clear. Unfortunately when I went to the exhibition. When I visited, early on, the venue had been let down and some of the postcards had not yet turned up (they were to arrive imminently). An Tobar staff explained the works to visitors to the gallery to substitute for this. There was good information on the exhibition and the artist available at the venue.
Please indicate events available and groups targeted <i>(workshops, artist's talks, discussion groups, primary, pre-school, secondary, students, over 18, over 60, other)</i>	N/A	This exhibition did not include workshops. The artist plans to come back this summer and may hold a couple of workshops then.

### 1.3 Quality of production

Suitability of the venue for the exhibition/event	Good	The exhibition was very suitable for the event in terms of both content and subject.
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Standard of presentation <i>(include use of equipment, use of space and overall layout/hang)</i>	Good	The space was fully used. Most of the work was wall mounted with notes.
Please indicate the number of visitors/participants at the time of your visit	2	There were two other visitors at the time of my visit (a Wednesday morning). This is what I would have expected.
Please indicate the audience reaction <i>(please include time spent, interest, activity and visitors' book comments)</i>	Good	Comments in the visitors book demonstrated that the exhibition was very well received.

## 2. Management of Event

Please evaluate the way the event was presented/organised by the organisation and by the venue. Please answer, where relevant, with reference to the checklist below adding any other comments/observations you may have.

	Rating	Comment and key reasons for rating
Publicity/ pre-publicity <sup>1</sup>	Good	The exhibition was publicised on An Tobar's website.
Accessibility of venue	Good	The venue is easily accessible and the gallery space within the venue, beside the café, is welcoming.
Ease of payment (if applicable)	N/A	
Location of venue	Good	Although not on the main street, An Tobar is located centrally.
External signposting and signage	Good	There are prominent banners at the venue and there is a sign for An Tobar on the main street.
Internal directional signage	Good	The spaces within An Tobar are self evident and are clearly marked. Information about the exhibition and the artist was very prominent.
Access and provision for disabled people	Good	The staff of An Tobar are committed to providing full access to disabled people. The venue is completely accessible to wheelchair users and there is an accessible toilet however access for wheelchair users into the venue is, because of constraints to the location of a building on a steep slope, through a different door to the main entrance.

<sup>1</sup> Publicity/pre-publicity (leaflets, posters, etc), including the range, content, and when and where available. Please be alert to the publicity available prior to your visit to the event. Please also view and comment on the company's website where one is advertised. Comment on the ease of use, and quality of content and presentation, and currency of information

Opening times/ timing of the event	Good	When the venue is open (ie most of the time) people are free to come in and see the exhibition
Customer service - quality and efficiency of staff (eg welcoming/ informed)	Excellent	The staff were very welcoming and informed about the exhibition
Acknowledgement of Scottish Arts Council Funding <sup>2</sup>	Excellent	An Tobar always acknowledges Scottish Arts Council Funding appropriately

**Name:** Gillian Shaw  
Area Development Officer

**Date:** 5 February 2004

*Gillian Shaw*

**Head of Department**

Caroline Docherty  
Head of Planning and Area Development

*Caroline Docherty*

<sup>2</sup> The following is an extract from the Scottish Arts Council's conditions of grant for funded organisations:

"The company should acknowledge Scottish Arts Council funding in press releases, at launches, on all published materials (including leaflets, brochures, programmes, posters, notices display, exhibition materials, websites and advertising). Acknowledgement of the Scottish Arts Council grant must also be made in any secondary or indirect products arising from the revenue funding such as recordings, publications, video, broadcasts, computer programmes etc."

Please comment on whether these conditions of grant were met, including use and prominence of the Scottish Arts Council logo on the company's website.