



Scottish Arts Council

ARTISTIC EVALUATION – DRAMA

Organisation/Venue: Edinburgh International Festival – Development Department

Venue: The Hub

Title of Event: Between Two Worlds

Type of Event: (e.g. performance, work-in-progress, open rehearsal etc.)

Video Installation

Date of Visit: 30 August 2005

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.)

Excellent:

In the rush and excitement of the Festival, *Between Two Worlds* provided a moment of stillness and quiet contemplation; rooting one back into the real world and the things that are r important in life – people, relationships and our connection with others. The work spoke with powerful integrity, truthfulness and respect for all people and showed the maturity and quality of work being led by the Development Department of the EIF.

Name: Anita Clark

Date: 28 September 2005

Scottish Arts Council Officer

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:

Very Poor – standard falls well below what is acceptable.

Poor – not attaining acceptable standards of conception or presentation.

Competent – routine rather than especially interesting.

Good – well conceived and executed

Excellent – conceived and executed to a high standard.

1. Artistic Assessment

Please evaluate the artistic quality of the event, taking account of the following:

1.	Criteria	Rating	Comment and key reasons for rating
1.1	Vision and imagination	4	<i>Between Two Worlds</i> was a video installation telling the stories of immigrants to Scotland. It is part of Edinburgh International Festival's on-going dialogue and engagement with audiences from diverse cultures. As an audience member you entered a white cube where the films were projected onto four screens, engulfing you in the stories.
1.2	Clarity of Communication	5	Although technically complex, it was the simplicity of the story-telling that immediately communicated and engaged you as an audience member. The stories were funny, poignant, tragic and wonderful and told with integrity and honesty. There was depth to this work that spoke directly to the soul.

2. Strengths and Weaknesses

Assess the strengths and weaknesses of the event with reference to the following:

2.	Criteria	Rating	Comment and key reasons for rating
2.1	Script – particularly in relation to new work or second productions	4	The script was based on real stories from real people; the honesty that came across in these showed the trust and respect that had been developed through this process with the people involved.
2.2	Direction	5	Stories were told through words, images and music, imaginatively layered and juxtaposed to gently probe away at your preconceptions. The work made me laugh out loud, catch my breath and cry as I empathised with the pain being softly explored. A wonderfully directed and engaging theatrical experience.
2.3	Standard of Performers – where performers are not trained, please reflect this in your comments	4	Professional and amateur performers were involved in the filming of this work – whatever their background or training, everyone was well presented and represented.
2.4	Use of Music ¹	5	An eclectic range of recorded music from different genres and styles was used most effectively and evocatively throughout this work.

¹ In particular, please comment on the quality and appropriateness of any original music composed for the production. Please indicate whether the music was performed live or recorded, in whole or in parts, and what effect this has on the quality of the production.

2.5	Use of Movement/ Choreography	-	N/A
2.6	Design ² – including set, costume and lighting design		N/A
2.7	Technical Standards – was the production professionally presented from a technical point of view	5	The films and their projection were of high technical standard and presented with care and consideration.
2.8	Audience Response – appropriateness of the production for the audience, estimate the size and reaction	5	This is an intimate work, created for a small audience of up to 8 people at anyone time. I experienced it with two other people and

3. 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.

3.	Criteria	Comments
3.1	Suitability of the venue for the event	The library at the Hub provided a good and suitably private space for the installation.
3.2	Information/ interpretive material at venue ³	A simple photocopied programme was given to you as you entered the installation but this was simply the production credits, no additional interpretive material was necessary as everything was said within the work.
3.3	Publicity/ pre-publicity ⁴	This an additional item to the full programme and therefore did not get as much publicity as other performances in the EIF programme. More prominent publicity for <i>Between Two Worlds</i> , downstairs in the Hub may have attracted more people to experience the production.

² Take into account how appropriate the design is in relation to the venue and, where appropriate, the touring schedule

³ These include programmes, displays etc., including the range, quality and clarity.

⁴ Publicity/pre-publicity (leaflets, posters, etc), including the range, content, and when and where available. Be alert to the publicity available prior to your visit to the event. Also view and comment on the company's website where one is advertised, commenting on the ease of use, and quality of content and presentation, and currency of information

3.4	Ease of booking and payment	I was invited to attend a screening and provided with a complimentary ticket.
3.5	External signage and signposting	The Hub is within a prominent location and with good external signage.
3.6	Internal directional signage	Internal signage within the Hub is good and front of house staff attentive to visitors.
3.7	Access and provision for disabled people	The venue has good access for those with disabilities.
3.8	Timing of the event – was the length appropriate? Did the start and finish time seem to be appropriate for the audience?	Screening of the installation were at 45minute intervals throughout the day to early evening.
3.9	Customer service - quality and efficiency of staff (e.g., box office, front of house and bar/catering)	Front of house staff were extremely helpful and explained how <i>Between Two Worlds</i> would take place.
3.10	Acknowledgement of Scottish Arts Council funding ⁵	Scottish Arts Council was credited on marketing material and the programme, in the EIF season brochure and website.

⁵ 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.