



Artistic Evaluation – Visual Arts

Organisation/Venue: Edinburgh Printmakers

Title of Event: Masereel (10 years of prints made at the Frans Masereel Centre, Belgium)

Type of Event: Exhibition

Date of Visit: 8 November 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 a Council Officer 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 it 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 organisation 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.

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.

1. Artistic Assessment

Please evaluate the **artistic quality** of the event

1.1 Vision and Imagination:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		The artists were all competent in terms of the techniques they were using but I didn't grasp anything that seemed particularly progressive in terms of content.
Poor		
Competent	x	
Good		
Excellent		

1.2 Clarity of Communication:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		The work wasn't as varied as I'd expected, but clear mutual interests between artists selected.
Poor		
Competent	x	
Good		
Excellent		

You are also asked to assess the **strengths and weaknesses** of the event with specific reference to the following:

1.3 Artist's Work - please include:

- quality of ideas
- skills in execution
- have you seen the work of this artist/these artists before (particularly in relation to new work, or second productions)

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		I haven't seen the work by these artists before and didn't leave with more information by which to contextualise their work. I expect the exhibition was more interesting from a technical point of view.
Poor		
Competent	x	
Good		
Excellent		

1.4 Curatorial Vision/Selection:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor		
Competent	x	
Good		
Excellent		

Please also indicate, as far as you are aware, if the event:

Appeared to be a touring show, but could have been selected by the venue.

has been originated by the exhibiting organisation

hired a collaboration

part of a festival artist led (Please tick as appropriate)

1.5 Standards of presentation – please include:

- use of equipment
- use of space
- overall layout/hang

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor		
Competent	x	
Good		
Excellent		

1.6 Please indicate the range, quantity, clarity, tone and level of Interpretative information/material provided at the venue:

wall panels labels catalogue leaflets artists CVs

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor	x	
Competent		
Good		
Excellent		

1.7 Please indicate the number of visitors/participants at the time of your visit:

Rating for this section <i>(Please tick)</i>		Comments and key reasons for rating: No visitors at time of visit
Very Poor		
Poor		
Competent	X	
Good		
Excellent		

1.8 Please indicate the audience reaction – to include:

- time spent interest
- activity visitors' book comments

Rating for this section <i>(Please tick)</i>		Comments and key reasons for rating: Impossible to judge - no visitors at time of visit and no comments book.
Very Poor		
Poor		
Competent	X	
Good		
Excellent		

1.9 Please indicate how appropriate you think the work was for the audience:

Rating for this section <i>(Please tick)</i>		Comments and key reasons for rating: An opportunity for existing audience to see and purchase prints from a variety of international printmakers. The exhibition preceding this focussed on prints by young British artists, so makes sense within the programme as a whole to look at work from this international centre.
Very Poor		
Poor		
Competent	X	
Good		
Excellent		

1.10 Please indicate events available and groups targeted:

Rating for this section <i>(Please tick)</i>		Comments and key reasons for rating: Not aware of any events or targeted groups for educational activity.
Very Poor		
Poor	x	
Competent		
Good		

Excellent		
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- | | | | |
|-------------------|--------------------------|------------|--------------------------|
| workshops | <input type="checkbox"/> | pre-school | <input type="checkbox"/> |
| artist's talks | <input type="checkbox"/> | primary | <input type="checkbox"/> |
| discussion groups | <input type="checkbox"/> | secondary | <input type="checkbox"/> |
| | | students | <input type="checkbox"/> |
| | | over 18 | <input type="checkbox"/> |
| | | over 60 | <input type="checkbox"/> |
| | | other | <input type="checkbox"/> |
- (Please tick as appropriate)*

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.

- 2.1 Was the venue suitable for the event?
Exhibition spaces the right scale. Window linking gallery to workshops is great! Exhibition totally appropriate to the venue and its ongoing programme
- 2.2 Information/Interpretive material provided at the venue (e.g. programmes, displays etc)
- range, quantity and clarity
Difficult to judge as information is geared towards sales of prints rather than general visitors. Free handout was fine, but could have explained more about the artists - perhaps with a folder of information in the gallery space. The venue's general leaflets are high quality, informative and well designed.
- 2.3 Publicity/Pre-Publicity for the Event (leaflets, posters, etc)
- 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.
Exhibition listed in the usual arts and leisure listings before my visit - not aware of any posters. Have seen the venue's general leaflets at other venues and picked up the invite card at venue (distributed by direct mail for the exhibition opening). Website is very clear, informative and useful. The design makes good use of different font sizes to make information clear and simple to follow. In the Masereel exhibition section the links to artists works and prices were informative - personally I got almost as much from this as viewing the exhibition.
- 2.4 Accessibility of the venue
- ease of payment (if applicable) **n/a**
 - location **In the city centre in attractive street- it's a good location, if a bit tucked away from the main thoroughfare**
 - external signposting **Good sign from main road and well signposted at building**
 - internal directional signing
I found the entrance space a bit confusing as a first time visitor, as there were packed works and portfolios amongst the exhibition work- at first I thought the show had already finished! Gallery upstairs could have a clearer sign to provide instant sense of orientation on entering the building.
 - access and provision for disabled people
Although there's a doorbell at the entrance it's too high for wheelchair users to reach. Stairs lead to entrance from the street, which is on a slope, and the gallery is up another flight of stairs. No indication that large print or other

alternative material is available, although handout conforms to minimum point size standards.

- opening hours/ timing of event **usual gallery opening hours**
- attractiveness for children/families **No extra provision for families- entrance & reception space not very large and cluttered, but upstairs gallery fine for family visits.**

2.5 Customer service

- quality and efficiency of staff (eg welcoming, informed)
Friendly atmosphere - staff in office visible through window. Didn't speak to staff as they seemed busy.

3. **Acknowledgement of Scottish Arts Council Funding** (if applicable)

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 and 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, and computer programmes etc. "

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

SAC logo appears on all print material, not handout and on website links page. Text credit on website home page.

4. **Scoring**

Overall Rating. Please rate the event overall, taking into account your ratings for each section. Please state the key reasons for your overall ratings – that is the particular strengths and weaknesses.

Overall Rating <i>(Please tick)</i>		Comments and key reasons for rating:
Very Poor		
Poor		
Competent	x	
Good		
Excellent		

Name: Kirsteen Macdonald

Date: 19 Nov 2003

Advisor
(Please tick above as appropriate)

Scottish Arts Council Officer