



Artistic Evaluation – Visual Arts

Organisation/Venue: Edinburgh Printmakers
Title of Event: Fresh Contemporary British Prints
Type of Event: Exhibition
Date of Visit: 22 August 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		
Poor		
Competent		
Good	x	
Excellent		

The exhibition comprised an interesting cross-section of work by contemporary printmakers and also by artists primarily working in other media. It was accessible to a wide audience, but addressed some practice specific issues at a high level.

1.2 Clarity of Communication:

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

Captions, prices, hand list and availability of further information were all clearly and professionally presented.

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		
Poor		
Competent		
Good	x	

Well chosen range of work from established to less well-known artists, demonstrating the use of printmaking techniques in the exploration and communication of a wide range of concepts. Work was consistently executed to a high standard and was appropriate to the aims and objectives of a specialist gallery located in a centre of printmaking expertise.

Excellent		
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1.4 Curatorial Vision/Selection:

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

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

- has been originated by the exhibiting organisation **X**
 hired a collaboration
 part of a festival **X** artist led

(Please tick above 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		Very straightforward, functional use of space. Calm, quiet presentation in a highly visitor-focused environment. 'Navigation' of the gallery and the show is clear from the outset. There is a small visitor reference area with books and ICT equipment; this is well-presented and integrates fully with the presentation of the exhibition. Gallery staff are visible behind a glass partition and are readily available if required.
Poor		
Competent		
Good	x	
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		
Competent		
Good	x	
Excellent		

The gallery offered artist cvs and other reference material for all participants, other work for sale, press cuttings, video back-up and a small reference collection. Clarity was very good and the overall feeling of these initiatives was highly customer focused.

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

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

Friday 4.30 – 5.30pm
One other person.

1.8 Please indicate the audience reaction – to include:

- time spent
- interest
- activity
- visitors' book comments

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

It is not possible to comment on this on the basis of my visit.
The venue has the great advantage of being able to present work in a context adjacent to the print workshop which offers a very real focus on the nature of the process, plus the ability to see prints being made should the visitor so wish.

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

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

1.10 Please indicate events available and groups targeted:

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

- | | |
|--|-------------------------------------|
| 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 above 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?

The venue was well-suited to the event, although there is clearly an issue to do with the location. It is necessary for the Workshop to target and communicate with suitable audience groups in order to stimulate a special trip to the premises.

- 2.2 Information/Interpretative material provided at the venue (e.g. programmes, displays etc)
- range, quantity and clarity
This was of a very high standard and has obviously been the subject of development and ongoing staff input. Staff were highly enthusiastic about their activity and keen to facilitate visitor understanding and enjoyment. A CD ROM has recently been produced to support the work of the Workshop.
- 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.
The recent appointment of a marketing officer indicates the Workshop's commitment to this area of their work. Current publicity is of a good standard but may not be reaching sufficient appropriately targeted people.
- 2.4 Accessibility of the venue
- ease of payment (if applicable)
 - location
 - external signposting
 - internal directional signing
 - access and provision for disabled people
 - opening hours/ timing of event
 - attractiveness for children/families
The venue is easy to find once in the area and there is a board in the street to help with identification. The ground floor gallery is easily accessible to all, but the upper gallery can only be reached by those able to climb stairs; this is due to the age and layout of the building.
- 2.5 Customer service
- quality and efficiency of staff (eg welcoming, informed)
As above. Staff were well informed, welcoming and professional in all respects. After I had identified myself, they were very forthcoming with information about visitor reactions to the exhibition, and sales, together with further background information on the organisation. A visit to the workshop area was offered and accepted.

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.

All conditions met.

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		
Good	x	
Excellent		

Name: Elizabeth Lydiate

Date: 20 October 2003

Advisor **X**
(Please tick above as appropriate)

Scottish Arts Council Officer