



Scottish Arts Council

ARTISTIC EVALUATION – VISUAL ARTS

Organisation/Venue: Edinburgh Printmakers Workshop

Title of Event: CEL; Practice & Process

Type of Event: (e.g. exhibition/workshop/screening/lecture) **Exhibition**

Date of Visit: 9 September 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).

4 Interesting show providing a new context for printmaking in Scotland.

Name: _Lorraine Grant_____ Date: _30_ / _09_ / _05_

Specialist Advisor Scottish Arts Council Officer *Please circle the relevant title*

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.

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
Vision and imagination of artist's work ¹	4	Good overview of work by an established group of contemporary Scottish artists
Curatorial vision/ selection – also indicate if the event has originated from the exhibiting organisation, part of a festival, artist-led, or commissioned	4	Positive initiative linking the 4 Scottish print workshops. Interesting selection of artists whose practice naturally spans a range of graphic mediums
Events available/ groups targeted – workshops, artist's talks, discussion groups, pre-school/ primary/ secondary students, >18,>60 etc	3	ArtistsTalk with John Calcutt 13 Aug No additional educational events arranged in association with the exhibition Colouring sheets and associated activities provided for children in the upper gallery.
Standard of Presentation – use of equipment, space and overall layout/hang	3	Although the hang itself was acceptable there are inherent problems with having to split the show across the upper gallery and foyer space – particularly when cross-referencing artists work across mediums. Experience of the works in the Foyer space was slightly compromised at the time of my visit due to a range of other prints stacked in the space against the walls and on top of the print drawers.
Foot Traffic – number of visitors/ participants at the time of visit	2-3	No other visitors at time of visit (between 12 and 12.45pm)
Audience Reaction – time spent, interest, activity, and visitors' books comments		N/a

¹ Quality of ideas, skills in execution, if you've seen the work of this artist(s) before – particularly in relation to new work or second productions

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.

Criteria	Rating	Comment and key reasons for rating
Suitability of the venue for the event	4	Appropriate show of major Scottish artists during the Edinburgh festival slot. Consolidates links between the print workshops and showcases their work.
Information/ interpretive material at venue ²	3	Handouts with commissioned contextual text available within gallery. Display board with exhibition details outside venue
Publicity/ pre-publicity ³	3	Programme leaflet seen in Aberdeen prior to visit and notice in arts listings. Exhibition images listed on website
Ease of booking and payment		N/A
Location of venue	3	Good central location, but at a slight distance back from Leith Walk which makes attracting passing custom difficult.
External signage and signposting	2	See above. Need to improve off-street signage and visibility from main thoroughfare.
Internal directional signage	3	Adequate signage around space, including the “feet motifs” to interest young visitors, leading to a small interpretive area for kids and the main viewing window into the workshop.
Access and provision for disabled people	2	Access limited for those with physical impairments – step off street and stairs to upper gallery.
Opening times/ timing of the event	3	Standard opening times 10-6 Mon-Sat
Customer service - quality and efficiency of staff (e.g. welcoming/ informed)	4	Gallery Staff welcoming and happy to discuss the exhibition.
Acknowledgement of Scottish Arts Council Funding ⁴	4	SAC acknowledged on all print material and website. Website easy to use

² These include wall panels, labels, catalogues, leaflets, artists CVs etc., assessing the range, quality and clarity

³ 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

⁴ 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.