



Scottish Arts Council

ARTISTIC EVALUATION – VISUAL ARTS

Organisation/Venue: Edinburgh Printmakers

Title of Event: Diamond Dust Portfolio and Gavin Turk

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

Date of Visit: 1.9.04

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).

The quality of work presented is of high quality and is definitely interesting. As a printmaking resource as well as gallery it does well to present high quality shows. It is also great that they emphasise supporting local practitioners and show their work as well as supporting the market for purchasing art in Scotland.

The only major concern is over access to the building in light of the DDA legislation having come into place. Is there alternative access or plans for lifts etc?

The overall rating is 4.

Name: Sally Lai

Date: 19/10/04

Specialist Advisor X

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.

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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 3	High quality work by well-known artists. The work by local printmakers was less impressively in terms of innovation and experimentation but worth profiling to support local artists.
Curatorial vision/ selection – also indicate if the event has originated from the exhibiting organisation, part of a festival, artist-led, or commissioned	4	The shows varied. The Diamond Dust vol.1 was interesting, well-executed work that was coherent as a body of work. The work by Gavin Turk was also a nice selection of work. The selection of work by Peter Saville seemed a lot more random. The show was presented in association with Paul Stolper Gallery, London.
Events available/ groups targeted – workshops, artist's talks, discussion groups, pre-school/ primary/ secondary students, >18,>60 etc	4	A talk event programmed for end of August with Gavin Turk. Given the time of year it was adequate to have only 1 event programmed. Good to have had a high profile artist.
Standard of Presentation – use of equipment, space and overall layout/hang	4	Well-presented work with good use of space.
Foot Traffic – number of visitors/ participants at the time of visit	3	3 people were there during my visit.
Audience Reaction – time spent, interest, activity, and visitors' books comments	4	Several people asked to see work not on display (2 small Peter Saville pieces) and also asked questions about the work.

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	Good. Nice to be able to see people working the in print room from the gallery.
Information/ interpretive material at venue ²	3	A sheet of information available. The printed information was quite dense and specific to an art audience as oppose to the general public.
Publicity/ pre-publicity ³	3	OK
Ease of booking and payment	4	Whilst the member of staff was unfamiliar with the exact details of the interest free purchase scheme she was very helpful and located the necessary information.
Location of venue		Good. Easy to get to from the train station and short walk from city centre.
External signage and signposting	3	OK - visible from the end of the street.
Internal directional signage	3	OK
Access and provision for disabled people	2	Limited access for disabled people. No lift to 1 st floor and no disabled toilets, the front entrance awkward to get through if using a wheelchair. No induction loop fitted as far as was apparent.
Opening times/ timing of the event	3	OK
Customer service - quality and efficiency of staff (e.g. welcoming/ informed)	4	Good helpful staff that didn't mind being interrupted.
Acknowledgement of Scottish Arts Council Funding ⁴	4	Good. Logos and acknowledgment on all print and the website.

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.