



Scottish Arts Council

ARTISTIC EVALUATION – VISUAL ARTS

Organisation/Venue: Edinburgh Printmakers

Title of Event:

Robert Crozier: From Edinburgh To Haute-Vienne/Sarah Stanford: Still Light

Type of Event: Exhibition

Date of Visit: 18 March 2006

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).

Strengths:

Quality and range of exhibitions

Quality and range of interpretation materials

Weaknesses:

Disabled access

Overall rating: 4

Name: Paul Bonaventura

Date: 20 March 2006

Specialist Advisor

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	<p>Edinburgh Printmakers is currently hosting two shows - <i>Robert Crozier: From Edinburgh To Haute-Vienne</i> in gallery one and the featured artist space and <i>Sarah Stanford: Still Light</i> in gallery two and the print viewing room. <i>From Edinburgh To Haute-Vienne</i> is an exhibition of 16 linocuts that 'presents a humorous look at themes contrasting town and country', specifically the people of Greater Edinburgh going about their daily business and the natural world in Haute-Vienne. <i>Still Light</i> is an exhibition of drawings, installations and 14 multi-layered screenprints. The 'ethereal and abstract images combine photography and drawing with medical and clinical sources to explore the inner structures and spaces of the human body'.</p> <p>I am not familiar with the work of either artist, but all the work on display is of a good quality and is skilled in terms of its execution.</p>
Curatorial vision/ selection – also indicate if the event has originated from the exhibiting organisation, part of a festival, artist-led, or commissioned	4	<p>Although very different, both exhibitions offer a comprehensive view of the recent concerns of the two artists, and present audiences with a range of approaches to drawing and the production of prints.</p>
Events available/ groups targeted – workshops, artist's talks, discussion groups, pre-school/ primary/ secondary students, >18,>60 etc	3	<p>I am unaware of any events connected to <i>From Edinburgh To Haute-Vienne</i>. However, there is a day-long workshop associated with <i>Still Light</i> on Sunday 26 March, presented by Re:Create and Edinburgh Printmakers, during which Sarah Sanford will share her experience of photo-silkscreen techniques. The cost of this event, at which all materials will be provided, is £40 per person.</p>
Standard of Presentation – use of equipment, space and overall layout/hang	4	<p>The layout of the various exhibition spaces means that the shows are viewed separately and the standard of presentation is good throughout.</p> <p>I have to admit that I do find the large V-shaped print holders downstairs rather oppressive. I realise that Edinburgh Printmakers holds a large stock of limited edition original prints which have been made on the premises by artist members and those who have taken part in the print co-publication programme, that all of these are for sale, and that the gallery is the best place for their promotion. However, I wonder whether a more</p>

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

		elegant solution/different location could be found for their display.
Foot Traffic – number of visitors/ participants at the time of visit	3	During the 30 minutes during which I was at Edinburgh Printmakers, I noted seven other visitors.
Audience Reaction – time spent, interest, activity, and visitors' books comments	4	The audience reaction to the exhibitions was good, an impression which was born out by the generally appreciative comments in the visitor's book.

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	5	The gallery is the ideal venue for the presentation of work produced in the Edinburgh Printmakers studio.
Information/ interpretive material at venue ²	4	Each exhibition has its own professionally printed preview card and the two photocopied and folded A4 introductions offer good quality information on both shows (see enclosures). <i>From Edinburgh To Haute-Vienne</i> is accompanied by an additional photocopied and folded A4 sheet suggesting activities that younger members of the audience might wish to engage in during the course of their visits. Furthermore, <i>Still Light</i> is accompanied by a short and informative documentary film giving an insight into the artist's work and showing footage of her developing her prints at Edinburgh Printmakers.
Publicity/ pre-publicity ³	4	The exhibitions feature in all the usual cultural listings eg <i>The List</i> , <i>What's On</i> etc, but I did not come across any dedicated posters or advertisements. The web site is informative and well designed.
Ease of booking and payment	5	Exhibition admission is free at Edinburgh Printmakers.

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

Location of venue	4	Edinburgh Printmakers is a little hard to find on the first visit, but its proximity to doggerfisher is of mutual benefit.
External signage and signposting	5	Edinburgh Printmakers is well signed externally.
Internal directional signage	4	The internal directional signage is adequate, but I hate the blue footprints. Are they really necessary in such a small building? Perhaps this is something that the incoming Director might consider later in the year.
Access and provision for disabled people	2	Edinburgh Printmakers is accessible to wheelchairs throughout the ground floor, but inaccessible to wheelchairs upstairs.
Opening times/ timing of the event	4	The gallery is open Tuesday-Saturday and from 10am-6pm. A late opening on a weekday might attract a different audience.
Customer service - quality and efficiency of staff (e.g. welcoming/ informed)	5	The staff at Edinburgh Printmakers are invariably attentive and welcoming.
Acknowledgement of Scottish Arts Council Funding ⁴	4	The acknowledgement of Scottish Arts Council funding is good on both the printed matter and web site.

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.