

**Artistic Evaluation – Visual Arts**

**Organisation/Venue:** Edinburgh Sculpture Workshop  
**Title of Event:** Open Day  
**Type of Event:** Open studios/talk/performance  
**Date of Visit:** 19/10/03

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	<b>X</b>	
Good		
Excellent		

As an event, I at first found it hard to know what its purpose and/or audience was, but individual studio holders were helpful in talking about the Workshop and their own work. When I eventually discovered the event was targeted mainly at curators and gallery owners, offering studio holders opportunities for professional development, I felt more could have been done in the way of preparation, eg CVs and artists' statements to take away.

### 1.2 Clarity of Communication:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor		
Competent	<b>X</b>	
Good		
Excellent		

See above comments. Individual studio holders were mostly clear about how they presented their work, and available to discuss it.

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	<b>X</b>	
Good		

Disappointing overall standard of work. Some individual artists displaying interesting and thoughtful work, but in this context, eclipsed by an overall impression of very pedestrian and even second-rate work. However, it was an open day, not an 'exhibition'.  
George Wyllie's talk as generous and inspirational as ever. The performance by reader was thoughtful and user-friendly – gave the impression more of work-in-progress

Excellent		than finished piece, which was maybe not inappropriate for the context.
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1.4 Curatorial Vision/Selection:

Rating for this section <i>(Please tick)</i>		Comments and key reasons for rating:
Very Poor		Not really applicable
Poor		
Competent		
Good		
Excellent		

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

has been originated by the exhibiting organisation

hired  a collaboration

part of a festival  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 <i>(Please tick)</i>		Comments and key reasons for rating:
Very Poor		Individual studios were small and sometimes crowded with visitors, but were not designed for display. More use could maybe have been made of shared space, inside and out, but overall it appeared clean, friendly, welcoming.
Poor		
Competent	<b>X</b>	
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		
Competent	<b>X</b>	
Good		
Excellent		

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		
Competent		
Good	<b>X</b>	
Excellent		

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	<b>X</b>	
Excellent		

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	<input type="checkbox"/>	
Poor	<input type="checkbox"/>	
Competent	<input type="checkbox"/>	
Good	<input type="checkbox"/>	
Excellent	<input type="checkbox"/>	

1.10 Please indicate events available and groups targeted:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor	<input type="checkbox"/>	
Poor	<input type="checkbox"/>	
Competent	<input type="checkbox"/>	
Good	<input checked="" type="checkbox"/>	
Excellent	<input type="checkbox"/>	

- |                   |                          |            |                                     |
|-------------------|--------------------------|------------|-------------------------------------|
| 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 checked="" 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?

**Taking the question the other way round – was the event suitable for the venue – then, yes, with reservations.**

- 2.2 Information/Interpretive material provided at the venue (e.g. programmes, displays etc)
- range, quantity and clarity

**I felt more written information might have helped both audience and, by presenting more opportunities, artists.**

- 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.

**I was completely unaware of any pre-publicity other than the invitation, but the event was specifically limited and targeted to members, curators, etc.**

- 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

**No external directional signing, other than ESW on gate. No internal signing, but layout and access easy to interpret.**

- 2.5 Customer service
- quality and efficiency of staff (eg welcoming, informed)

**Both individual artists and ESW staff welcoming and informative.**

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 on event invitation and website (old SAC logo). Not on event information leaflet.**

**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.

<b>Overall Rating</b> <i>(Please tick)</i>		<b>Comments and key reasons for rating:</b>  Specifically targeted event, so successes presumably would need to relate to how it fulfilled its aims to further the professional development of the members.
Very Poor		
Poor		
Competent	<b>X</b>	
Good		
Excellent		

**Name:** Linda Mallett

**Date:** 20/10/03

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

**Scottish Arts Council Officer**