



Scottish Arts Council

ARTISTIC EVALUATION – VISUAL ARTS

Organisation/Venue: Edinburgh Sculpture Workshop

Title of Event: Magazine

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

Date of Visit: 25.8.05

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 - The exhibition was well presented in an interesting environment. Several of the works were of very high quality, many were well executed.

The location was a bit further out than most venues but not difficult to get to, the staff were very good at providing directions and were extremely helpful and friendly.

The exhibition had had very positive feedback from visitors.

Name: Sally Lai

Date: 25/08/05

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.

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	The quality of work varied quite a lot. There were some exceptionally well executed and interesting works such as Scott Laverie and Colin Parker's <i>Monument to the Self-Educator</i> .
Curatorial vision/ selection – also indicate if the event has originated from the exhibiting organisation, part of a festival, artist-led, or commissioned	4	The exhibition was the 2 nd annual Magazine exhibition. Magazine was initiated by ESW and was programmed to coincide with the Edinburgh Art Festival, Fringe Festival. The selection was by open-submission and chosen by 3 selectors. Providing members of the ESW with an opportunity to exhibit alongside other members was a very positive. As primarily a resource for production it was good to see ESW providing an opportunity for artists to gain further exhibiting opportunities, particularly maximising on the increase in audiences during the festival period. 'Hosting' another Scottish organisation was also very positive in terms of cross city collaboration and critical dialogue.
Events available/ groups targeted – workshops, artist's talks, discussion groups, pre-school/ primary/ secondary students, >18,>60 etc	3	There was a discussion event with the artists on 27 th August but no other programmed events.
Standard of Presentation – use of equipment, space and overall layout/hang	3	The overall layout was good. Some works were less easy to find.
Foot Traffic – number of visitors/ participants at the time of visit	3	There was only 1 other person during my visit.

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

Audience Reaction – time spent, interest, activity, and visitors' books comments	4/5	Although there was only other visitor at the time of my visit, he was spending a long time with most of the works. The comments in the visitor book were very positive; including: 'very interesting', 'great for all ages', 'worth travelling out of town for'. Many of the visitors were from outside of Edinburgh too.
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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	The exhibition was really well suited to the exhibition. Having the work within the context of its production made the show of extra interest to audiences.
Information/ interpretive material at venue ²	3	Adequate amount of interpretative information; a handout with information on the artists and their work was available.
Publicity/ pre-publicity ³	3	Magazine MAP 05 was profiled in an alternative guide to the festival in The Scotsman (23 Aug). The website was up to date but didn't have detailed information on the location and directions.
Ease of booking and payment		N/A
Location of venue	3	Further out of the centre than other venues but relatively easy to get to.
External signage and signposting	3	Limited. There was a sign directly outside the entrance of the workshop yard but nothing on the main road leading to ESW.
Internal directional signage	2	Limited.
Access and provision for disabled people	2	Limited. There was no disabled toilet etc. and whilst there was a ramp it would be difficult for people to enter the workshop without assistance. However, as the space is not normally an exhibition space – this is understandable.
Opening times/ timing of the event	3	Good opening hours.
Customer service - quality and efficiency of staff (e.g. welcoming/ informed)	4	Very good. Prior to my visit I emailed to get specific directions from the city centre. I received a response the following day with directions and details of the buses that stopped nearby. On arrival everyone was very friendly. I was told where the exhibition was etc. and during my visit was asked

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

		whether I had the information leaflet etc.
Acknowledgement of Scottish Arts Council Funding ⁴	4	Good. The logo was present on all print and the website.

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.