

Artistic Evaluation – Visual Arts

Organisation/Venue: Modern Institute, Glasgow

Title of Event: Eva Rothschild 'Heavy Cloud'

Type of Event: exhibition

Date of Visit: 10/12/03

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	X	
Good		
Excellent		

The strange dislocation of finding an unpeopled room filled with sculptures on the first floor of an anonymous building appeared to be an accidental frisson. The work was uninspiring and uninspiring presented.

1.2 Clarity of Communication:

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

The interpretive material was not very enlightening as to what this work was trying to communicate.

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	X	
Competent		
Good		

Hard to connect the sculptural pieces with their rationale as expressed on the press release, or in some cases with each other. Strong visual associations of bondage or fetishism in the woven leather pieces were unmentioned in the text. The work was well executed but uninspiring. I had never heard of the artist before.

Excellent		
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1.4 Curatorial Vision/Selection:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		Hard to grasp any context for why this particular work should be shown at this particular venue. Enquiries with an anonymous staff member confirmed that the purpose of the show was to promote the artist and sell her work, but hard to see how the show achieved this.
Poor	X	
Competent		
Good		
Excellent		

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

- has been originated by the exhibiting organisation **X**
 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 (Please tick)		Comments and key reasons for rating:
Very Poor		The pieces seemed randomly placed in what still felt like an empty space, making it hard to imagine them in any other context, say a domestic or other environment.
Poor	X	
Competent		
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	X	
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		
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		
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 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 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?

Reasonably so.

2.2 Information/Interpretive material provided at the venue (e.g. programmes, displays etc)

- range, quantity and clarity

Information about the artist and work were provided, although none available about the Modern Institute, other than a contact email address for more details.

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 saw no publicity at all for this event. Had I not been asked to cover it, I would not have known of its existence.

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

Very central location, although I found it so hard to locate. I had to phone the gallery from what turned out to be on the street just outside it. Small sticker on the doors advertising the exhibition. Disabled access - steps up to main entrance, and then lift to first floor.

2.5 Customer service

quality and efficiency of staff (eg welcoming, informed)

No staff immediately apparent. Eventual contact friendly and willing to answer questions.

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.

No apparent evidence of any acknowledgement. No website advertised.

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.

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

Name: Linda Mallett

Date: 12/12/03

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

Scottish Arts Council Officer