



Scottish Arts Council

ARTISTIC EVALUATION – VISUAL ARTS

Organisation/Venue: The Modern Institute, Glasgow

Title of Event: Mark Handforth

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

Date of Visit: 30 Aug 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).

Competent - Good – Strong show of international work well presented within the limitations of the space. Since the core function of the MI is more closely related to that of agency rather than gallery, it falls down with comparative assessment. However, the status of the artist being shown and the relevance to the organisation's links with the international arts community are well placed

Name: _Lorraine Grant_____ Date: _6_ / _08_ / _04_

Specialist Advisor 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	5	Strong work, crafted and presented to a high standard.
Curatorial vision/ selection – also indicate if the event has originated from the exhibiting organisation, part of a festival, artist-led, or commissioned	5	Appropriate high standard of work for Modern Institute – coup to have first UK showing Curated by the Modern Institute.
Events available/ groups targeted – workshops, artist's talks, discussion groups, pre-school/ primary/ secondary students, >18,>60 etc	2	Artist in attendance at opening of show. No other events scheduled.
Standard of Presentation – use of equipment, space and overall layout/hang	5	Strong installation within small space. Incongruity of location (off street, semi-commercial complex..) somehow added to the vitality of exhibits within the show. Additional biog info, reviews etc available in library/reference area.
Foot Traffic – number of visitors/ participants at the time of visit	2	No other visitors at time of my visit (and for the first five minutes no member of staff!)
Audience Reaction – time spent, interest, activity, and visitors' books comments		N/A see above

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	5	Well curated show which worked well in the limited space.
Information/ interpretive material at venue ²	3	Gallery handouts available within space. (interpretive text and floor plan of work) Clear language used. Additional biog info, reviews etc available in library/reference area
Publicity/ pre-publicity ³	3	Didn't see any print material in the north east prior to visit. Website listing only.
Ease of booking and payment		N/A
Location of venue	3	Ggood city centre location, but poor visibility from street.
External signage and signposting	3	Limited visibility from street other than main complex signage board. ie you have to know where it is.
Internal directional signage	3	Listed on building's occupants board at entrance and some signage to relevant suite.
Access and provision for disabled people	2	Stepped street access although lift within building.
Opening times/ timing of the event	3	Standard range of opening times although they do nor openly advertise hours on print material or website. Had to call in to check. May reflect the desire to stay flexible due to staffing, as well as agency (by appointment) business.
Customer service - quality and efficiency of staff (e.g. welcoming/ informed)	3	Gallery Staff happy to answer queries when approached.
Acknowledgement of Scottish Arts Council Funding ⁴	2	SAC not acknowledged on print material and 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.