



Scottish Arts Council

ARTISTIC EVALUATION – VISUAL ARTS

Organisation/Venue:	THE MODERN INSTITUTE
Title of Event:	'PILRIMAGE FROM FLATTERED POINTS', LUKE FOWLER
Type of Event: (e.g. exhibition/workshop/screening/lecture)	EXHIBITION
Date of Visit:	15 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).	5: RATING BASED ON QUALITY OF WORK + PRESENTATION. THE ARTIST'S WORK IS PARTICULARLY STRONG + THE FILM IS ONE OF THE BEST NEW WORKS I HAVE SEEN FOR SOME TIME.
Name: <u>A. NEVILL</u> Date: <u>20/3/06</u>	
<input checked="" type="radio"/> Specialist Advisor	Scottish Arts Council Officer
	<i>Please circle the relevant title</i>

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	THE FILM IS EXCELLENT: WELL PRODUCED & IMPRESSIVE ON ALL LEVELS. IT IS OF THE SAME HIGH STANDARD AS ARTIST'S EARLIER WORK
Curatorial vision/ selection – also indicate if the event has originated from the exhibiting organisation, part of a festival, artist-led, or commissioned	5	LUKE FOWLER IS REPRESENTED BY THE MODERN INSTITUTE; THIS IS, I UNDERSTAND, THE FIRST SHOWING OF THE WORK.
Events available/ groups targeted – workshops, artist's talks, discussion groups, pre-school/ primary/ secondary students, >18, >60 etc	4	WEEKLY PROGRAMME OF FREE SCREENINGS & DOCUMENTARIES. SPECIAL EVENT ALSO WITH MANNE BOENISCH. I WAS NOT ABLE TO ATTEND, BUT PROGRAMME LOOKED VERY INTERESTING (ALTHOUGH NOT APPROPRIATE FOR OR THEREFORE TARGETED AT SCHOOL GROUPS).
Standard of Presentation – use of equipment, space and overall layout/hang	5	EXCELLENT.
Foot Traffic – number of visitors/ participants at the time of visit		NO OTHER VISITORS AT TIME OF VISIT
Audience Reaction – time spent, interest, activity, and visitors' books comments		NO OTHER VISITORS. I COULDN'T SEE A COMMENTS BOOK SO WASN'T ABLE TO GUAGE REACTION.

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	SPACE PERFECTLY ADAPTED FOR FILM SCREENING & EXHIBITION
Information/interpretive material at venue ²	5	INFORMATION SHEET: CLEAR & CONCISE RELATED TEXT ON CARNEW'S 'JOHN CAGE...' AVAILABLE & CLEAR GALLERY PLAN
Publicity/ pre-publicity ³	5	I RECEIVED PREVIEW CARD & E-MAIL ANNOUNCEMENT OF SCREENING PROGRAMME - GOOD REVIEWS IN SCOTTISH PERIODICALS/PRESS.
Ease of booking and payment	N/A	
Location of venue	5	L119 CENTRE
External signage and signposting	4	SIGNAGE ON GROUND FLOOR DOOR NOTHING ON STREET
Internal directional signage	5	CLEAR
Access and provision for disabled people	4	LIFT AVAILABLE & CLEAR, LEVEL ACCESS WITHIN VENUE
Opening times/ timing of the event	5	GOOD
Customer service - quality and efficiency of staff (e.g. welcoming/ informed)	5	FILM RUNS FOLLOWING REQUEST: TWO MEMBERS OF STAFF HELPED STRAIGHT AWAY & BOTH VERY HELPFUL
Acknowledgement of Scottish Arts Council Funding ⁴		NOT ON PREVIEW CARD OR ON PRINT AVAILABLE IN GALLERY.

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.